



Job Title: Communications and Events Manager

Type: Exempt, Full Time, Salaried Position

Start Date: ASAP

Hours: 40 Hours per week with weekend and evening availability for events, farming etc

Rate: \$48,000 - \$50,000 Plus full health and dental benefits, paid sick, vacation days, paid professional development, and vegetables and groceries.

Supervision: Creative Director and Data Activist

Who We Are: FrontLine Farming (FLF) is a nonprofit food and farmer advocacy organization focusing on food growing, education, sovereignty and justice. We grow high quality, organic food which supports fair wages for our farmers and is distributed through CSA shares, sliding scale sales at farm stands and donations to a variety of non-profit partners. The mission of FLF is to create greater equity across our food system on the Front Range of Colorado. We specifically seek to support and create greater leadership and access for women and people of color in our food systems. We achieve these goals through growing food, listening, educating, honoring land and ancestors, policy initiatives, and direct action.

Role: A successful candidate will advance the mission of FrontLine Farming and will communicate confidently and effectively about programs, services, goals and values and confidently communicate about programs, services and products, goals and values. This position leads and coordinates event planning including our annual Farm to Table Dinner, community pop-ups, and on-farm community event days. Communication through our website, social media accounts, press releases and flyers will be handled with a consistency of voice. Additionally, this position handles all product marketing from farm products (excluding raw produce) to merchandise in collaboration with the Creative Director. This space and opportunity is geared toward Black, Indigenous, People of Color and womxn.

POSITION RESPONSIBILITIES

Media Communication (40%)

- Author, solicit content for, and delivery monthly organizational newsletter
- Manage content creation and scheduling on social media accounts; proactively request and source content from FLF team members
- Respond to communications received on our social media platforms



- Website redesign in collaboration with Creative Director, management, and maintenance in collaboration with Systems Manager
- Build and maintain community on social media, including tag and reposts of partners and community members
- Proactively request and manage media content from farmers and leadership team including photos during events
- Manage storage of media content, media consent forms, and other branded collateral.
- Manage all public facing media including flyers and printed materials for outreach

Media Relations (10%)

- Field media inquires and cultivate these relationships; coordination with farm team to ensure successful site visits and interviews with media
- Write and distribute press releases as directed by Creative Director and Leadership

Event Planning (20%)

- Plan and execute annual farm-to-table fundraiser dinner
- Plan and execute World Heritage Potluck series (5 events June - October)
- Identify and host community pop-up events with partner businesses
- Identify new locations of community engagement through event hosting and attendance
- Manage schedule, logistics and registration for community and corporate volunteer days, communicate with farm managers for successful events.
- Host farm tours for various communities on our farms.
- Coordinate with Education Programs Manager to manage events on FLF website

Product Marketing (20%)

- Implement inventory management systems using website and physical inventory systems
- Ensure current farm product is up to date and listed on website
- Fulfill website order and evaluate order fulfillment solutions
- Identify marketing and sales outlets for farm products
- Identify and manage opportunities for farm product creation, including out-of-house bottling
- Collaborate with Creative Director (JaSon) on design and ordering of merchandise
- Ensure printed materials are available at farm sites and events for product marketing purposes

Farm Work (10%)

- Support in farm work during season March - October estimate 8 hours per week.
- Identify an area of farming to focus on and coordinate with Farm Director and Farm Managers.
- Attend other farm events as needed



POSITION QUALIFICATIONS & SKILLS

- Concise and clear written communication
- Prompt and friendly verbal communication
- Self-driven and able to work independently
- Previous experience with event planning or management
- Creative design in Canva
- Organizational skills in Google Drive and Calendar management
- Writing sample will be requested before interview
- Any combination of training and/or experience equivalent to completion of a bachelor's degree in Public Relations, Communications, Business, or related field.
- 2+ years of experience in non-profit development

PHYSICAL DEMANDS

- Ability to physically work within a variety of weather conditions (i.e. working outdoors for long days, in diverse weather conditions (40-95F^o)
- Frequent lifting and carrying of up to 50 pounds.
- Requires crouching, kneeling, standing, and stooping and reaching

SALARY AND BENEFITS

The base salary range is \$48,000- \$50,000 depending on level of experience. We have an equitable salary structure that takes into consideration dedication to the work, skills and responsibilities as well as ensuring salaries are sustainable for the organizational budget.

Benefits:

- Paid health and dental insurance worth \$5,858 per year
- 2 weeks PTO vacation (accrued after 3 and 6 month anniversaries)
- Paid sick leave
- Some remote working
- Work phone number separate from personal number
- Professional development support
- Workers compensation coverage
- Food and groceries as needed
- Farm education classes and in-field training



Continued employment at FrontLine is dependent on mission alignment and work ethic. We conduct informal reviews after the first month, 3 months and after the first year to determine whether FLF and the new hire are still aligned.