



JOB DESCRIPTION

Communications Manager

Position Summary:

The Hudson Valley Farm Hub is seeking a communications professional to create dynamic, engaging content across a variety of platforms to effectively communicate the organization's mission, values, and work. Working with the management team, he/she is responsible for developing and implementing a communications strategy for the Farm Hub that includes messaging, graphic identity, media outreach, public education, on-line presence, e-communications, and community relations. The ideal candidate will have exceptional written and verbal communication skills, knowledge of agriculture, and a demonstrated commitment to food justice and ecology.

The Communications Manager will write and/or edit articles, press releases, website and social media content, and print materials, as well as manage the timely delivery of communication materials to a broad range of audiences. This position will coordinate the Farm Hub events calendar, manage community-wide speaking engagements and sponsorship opportunities as they arise, and support program staff in coordination of community engagement and events. The Communications Manager reports to the Farm Hub Director.

Essential Duties:

- Develops and implements a plan to support the Farm Hub's communications, community and public relations goals, including working with management staff to refine messaging and branding.
- Serves as key point of contact for the media as well as community, business, and partner organization counterparts.
- Creates and supervises content for website, social media, newsletters, e-communications and print materials.
- Writes news releases, profiles, and stories highlighting the Farm Hub's work and activities.
- Conceptualizes, manages, organizes and supports community-wide special events and oversees on-farm events calendar.
- Manages engagement with relevant contractors and consultants such as videographers, photographers, graphic designers and events-related vendors.
- Coordinates support staff roles for communications and events as needed.
- Stays up to date on local, regional, and national developments in the fields of agriculture and food justice.
- Supports special projects and other duties as assigned by the Director.



Qualifications:

- Minimum of 5 years working in a communications or public relations capacity
- Familiarity with the Hudson Valley
- Knowledge of agriculture
- An understanding of branding and brand implementation and strategy, including the ability to research best practices, plan, execute and maintain PR campaigns
- Experience supporting media relations, with an understanding of media deadlines and editorial calendars
- Demonstrated experience establishing and maintaining cooperative relationships with representatives of the nonprofit sector, government, media, and colleagues
- Experience coordinating photo and video projects
- Technical proficiency in web based platforms, social media, and content management systems and a solid understanding of digital marketing, brand strategy, analytics, and social media platforms and monitoring tools
- Proficiency with Microsoft Office Suite and InDesign/Photo Shop
- Experience with collaborative event planning
- Bachelor's degree

Personal and Professional skills:

- A collaborative spirit, creativity, and the desire to work as part of a team to support our mission
- Outstanding written communication skills, strong interpersonal skills, and an interest in forging relationships across differences
- Creative thinking, organizational and analytical skills, and attention to meeting deadlines
- A strong visual capability and design sensibility
- Public speaking skills and the ability to make compelling presentations to diverse audiences
- A high level of accuracy and attention to detail, superior proofreading, research and fact checking ability
- A proven record of maintaining confidential information
- Available to work beyond regular office hours and weekends to support initiatives, events, emergencies and other situations as needed
- Proficiency in Spanish a plus

Application:

To apply, please send a cover letter, resume, three writing samples, salary requirements, and three professional references by email only to info@hvfarmhub.org.

Deadline: Review begins immediately and continues until the position is filled.



We offer a competitive salary and benefits package.

The Hudson Valley Farm Hub is operated under the fiscal sponsorship of The New World Foundation, a 501c3 nonprofit organization. As an Equal Opportunity Employer, the Hudson Valley Farm Hub is committed to creating an inclusive workplace that respects and values diversity of cultural, ethnic, and experiential backgrounds. We welcome applicants of all races, ethnicities, national origins, genders, and sexual orientations, as well as differently-abled people.