MOSES
Midwest Organic & Sustainable Education Service

Job Posting: Communications and Marketing Manager (remote)
Salary: $45,000.00-52,000.00

Posted: May 6, 2022
Closing: Open until filled

About the Midwest Organic and Sustainable Education Service (MOSES): MOSES is a farmer-led nonprofit organization that emerged out of the Midwest Organic Farming Conference, an event we've been putting on annually for over 30 years. The conference is known as the first and the largest organic farming conference in the United States. Throughout the year, MOSES also supports a community of 20,000 small and mid-scale organic and sustainable farmers across the upper Midwest, providing free and affordable, farmer-led and -informed educational events, programs, and print and digital resources.

Commitment to Equity and Representation: MOSES joins in solidarity with all farmers, partner organizations, and community members who are working toward equity and racial justice and is committed to building a diverse staff. We believe that representation matters and a diversity of people, perspectives, and lived experiences makes for a more enriching workplace. Within Communications work, representation of diverse perspectives strengthens our ability to tell stories that are accurate, holistic, and representative of the many and varied paths that lead to farming and food systems work. We want to hear your story and strongly encourage applications from those typically underrepresented in farming and agriculture, including Black, Indigenous, and people of color, those who identify as LGBTQIA+, and women.

Job Summary: The Communications and Marketing Manager develops and implements communications and marketing materials that consistently articulate and advance MOSES' mission and goals. This position is responsible for digital communications, managing web presence, event marketing and public relations, and overseeing print and digital publications. This person is skilled with layout and design and is comfortable working with the Adobe Creative Suite. The Communications and Marketing Manager works closely with staff as the communications partner on all projects, events, and strategic initiatives, including MOSES' annual Organic Farming Conference. A self-directed and independent work style with the ability to work collaboratively in a seasonally fast-paced work environment is critical.

Compensation and Benefits: This position is full-time with a salary range of $45,000.00-52,000.00, health insurance benefits, and unlimited PTO. Remote employees are expected to travel to Wisconsin periodically (3-4x per year) for staff meetings and special events.

Qualifications: Applicants must have at least five years of professional communications experience OR three years of experience and a bachelor's degree in communications, public relations, or a related discipline; including two years of experience with copywriting (AP style) and social media management; intermediate understanding of Adobe Creative Suite with strong graphic design skills; comfort using communications technologies and managing digital content.

Preference for candidates who: are bilingual (especially in either Spanish, HMoob, Swahili, or Somali); have experience with organizational rebranding; are passionate (or are interested in learning about) organic farming, food systems, and social justice; hold a deep understanding of the concepts of institutional and structural racism and bias and their impact on underserved and underrepresented communities, especially as they relate to food and agriculture.

Key Responsibilities:

Storytelling & Content Creation: *Write and edit copy for various platforms*

- Align tone across all digital platforms and print publications with the overall MOSES brand

- Translate program and mission-based work into compelling stories that can inspire a broader audience, including farmers, consumers, and funders
- Use written and verbal communication skills to communicate to diverse audiences, specifically communities that are diverse racially, ethnically, and socioeconomically
- Collaborate to create content for the Organic Broadcaster, a bi-monthly newspaper published by MOSES that reaches over 15,000 readers
- Edit the Organic Broadcaster, closely following A.P. Style.

Digital and Print Media Management: *Maintain and update website, eNews, social media platforms, and digital content and communications consistent with MOSES brand and organizational goals.*

Social Media:

- Manage existing social media platforms and identify new opportunities to remain current with trends and best practices
- Create content for a compelling content calendar and campaigns reflecting MOSES' mission to fuel audience and traffic growth
- Lead social media strategies that ensure all content aligns with MOSES' mission, vision, and marketing goals
- Utilize content management platform (Buffer) to schedule content, manage engagement, and oversee analytics
- Manage ad campaigns and collaborate with Director of Development to build digital fundraising strategies
- Collaborate with social media influencers to advocate for MOSES' mission, support revenue generation, and elevate brand awareness goals

Website:

- Create and update content for MOSES's website hosted on WordPress, collaborating and troubleshooting with web developers and web host when necessary
- Utilize assessment tools such as Google Analytics to analyze website performance and identify improvements in user experience

Email Marketing:

- Create email campaigns (Salsa CRM/Salsa Engage), including monthly eNewsletter
- Oversee email lists, content development and assist with segmentation
- Analyze email metrics, sharing results and adjust strategies based on outcomes

Graphic Design / Visual Communication:

- Maintain brand consistency across all platforms and materials
- Design and create collateral for organization, fundraising, events, and campaigns
- Design bi-monthly newspaper, annual report, flyers, banners, posters, infographics, and other marketing materials utilizing the Adobe Creative Suite
- Maintain photo and video library

How to Apply: Email a letter of interest, resume, and a portfolio or work samples that directly demonstrate your skills for this position. Send materials to hr@mosesorganic.org with subject line: Communications and Marketing Manager. Position open until filled.