

Position Title: COMMUNICATIONS SPECIALIST

Application Deadline: Feb 24, though interviews are taking place on a rolling basis.

Position Start Date: March 2017

Employment terms: *This is a part-time 20 – 30 hours/week. This position is grant funded until December 2017, with the possibility to increase hours and renew based on funding and performance.*

Salary & Benefits: \$16-19/hour depending on qualifications. Health benefits provided through Center for Transformative Action.

Groundswell Center for Local Food & Farming is an agriculture education nonprofit based in Ithaca, NY, operating under the Center for Transformative Action and serving the broader Finger Lakes area. Our core work is to foster a diverse next generation of small-scale sustainable farmers and land cultivators by lessening common barriers to land access, resources and business ownership.

This position supports the marketing and promotions needs of the organization by working closely with Groundswell board, director and staff. This position is funded by USDA Beginning Farmer and Rancher Development Program Grant # 11674923, the Park Foundation and Groundswell's General Funds.

Specific duties and responsibilities:

A. Communications and Administration 90%

- Implement a comprehensive communication plan to create engaging, mission-based, and focused messaging that maximizes Groundswell's public awareness
- Work with director to develop an annual communications and marketing budget
- Uphold values of equity and inclusion in all communications and promotions
- Design and coordinate printing of marketing materials and disseminate effectively to a wide and diverse audiences
- Guide staff to document GS activities and successes, work together to write GS's story and creatively share through a variety of outlets such as newsletters, press releases, blogs, social media, interviews, website, presentations, etc.
- Update and maintain groundswellcenter.org text, structure and images, work with external designers as needed
- Work closely with Development staff to plan and coordinate public events including budget, location, permits, marketing strategy and evaluation
- Co-manage and maintain internal and external database systems of communication
- Develop an understanding of GS mission and activities and confidently speak to others about them in one-on-one, large group and presentation settings
- Engage and build regional relationships with community members, regional organizations, farmers, food businesses and food citizens
- Regularly assess effectiveness of communications and outreach
- Assist with processing payments and registrations for programs and events

- Coordinate office supply needs and purchases
- B. Community Engagement & Professional Development 10%**
- Maintain a regular presence at cultural and community events in order to build strong long-term relationships with individuals and grassroots groups in-line with GS program mission
- Proactively identify areas for growth and professional development
- Build and strengthen community and public relationships with regional farmers, business owners, community members from diverse backgrounds, and with organizations including the Incubator Network, local schools and colleges, refugee support organizations

Supervision received: Direct supervision is provided by Groundswell Director.

Supervision provided: This position may oversee volunteers occasionally.

Minimum Formal Education: none

Knowledge, Skills and Abilities Desired:

- Strong interest in sustainable farming and addressing food system inequalities
- Excellent communication (writing and oral) and presentation skills with extra attention to details
- Creativity and passion to share stories
- Demonstrated desire to cultivate and build relationships with people of all races, cultures and genders
- Experience with or willingness to learn budgeting
- Demonstrated ability to work effectively and efficiently without close supervision
- Experience using databases, basic websites and online newsletter platforms (e.g. Excel, WordPress, SquareSpace, Salesforce, MailChimp, CiviCRM)
- Experience coordinating events
- Photo and graphic design experience
- Well organized and able to coordinate multiple tasks and deadlines, ask for help as needed and work as a team player

Special Requirements: This position requires frequent flexible hours including some evenings and occasional weekends. To balance this requirement, we also strongly support a work-life balance and offer occasional flexibility such as working from home. The person in this position must possess a valid driver's license, though a personal vehicle is not necessary. The person in this position will be welcomed as part of the Groundswell team.

The Center for Transformative Action and Groundswell is an equal opportunity employer. Employees are hired on the basis of their merit, ability and experience without regard to race, creed, national or ethnic origin, religion, age, gender, sexual preference, or disability.

To apply: Please email, *ideally as one attachment*, a cover letter, resume, writing sample to Elizabeth@GroundswellCenter.org with "Last Name_ Communications" in the subject line. We prefer emailed submissions, however you may also drop off or mail your application to 225 S Fulton Street, Ithaca, NY 14850.