Communications Coordinator

CUESA (Center for Urban Education about Sustainable Agriculture) is a mission-driven nonprofit organization dedicated to cultivating a sustainable food system through the operation of farmers markets and educational programs. Founded in 1994, CUESA operates the Ferry Plaza Farmers Market in San Francisco and the Jack London Square Farmers Market in Oakland.

CUESA is seeking a passionate, creative, and well-organized full-time Communications Coordinator to support CUESA’s marketing, fundraising, and programmatic communications. The Communications Coordinator reports to the Communications Director to execute on strategies to promote CUESA’s mission and reputation, grow our community, and increase the visibility of our education programs, farmers markets, and events.

CUESA is an equal opportunity employer that strives to create a diverse, equitable and inclusive workforce. We strongly encourage people of color and LGBTQ individuals to apply.

**Essential Duties:**

- Work closely with Communications Director and other staff to develop editorial calendar and key messages, and craft fresh and relevant content to engage CUESA’s audiences.
- Implement social media plan and manage/monitor platforms on a daily basis (Facebook, Instagram, Twitter, etc.).
- Track and report on online community engagement and website traffic to measure success. Explore new forms of storytelling (e.g., video).
- Research, write, and edit web articles, seller profiles, and other communications materials. Work with staff to identify issues, stories, and stakeholders to strategically highlight in our marketing and fundraising communications.
- Manage website updates and production of email newsletters and campaigns.
- Complete design tasks to support programs, farmers markets, and events as directed (such as web graphics, print brochures, flyers, banners, educational signage, seller signs, ads, displays, merchandise, etc.). Develop, update, or adapt materials as needed according to CUESA’s style guidelines, ensuring consistency in voice and visual identity.
- Coordinate printing or production of materials with outside vendors as needed.
- Support development efforts and communications through production of annual appeal materials, annual impact report, sponsorship decks, and other fundraising-related content and collateral, contributing to or editing content as needed.
- Create or adapt graphics, signage, and collateral for all fundraising events. Support event marketing, and develop and distribute promotional materials and tools to partners.
- Support Communications Director in marketing, advertising, PR, and outreach efforts, build and maintain outreach and media lists, and develop relationships with partners.
- Take photos at CUESA’s education programs, farmers markets, and fundraising events as needed, and maintain CUESA’s digital photo archive.
- Support Communications Director in coordinating professional photography and video shoots as needed.
- Participate in CUESA’s on-site events and off-site community outreach activities, serving as an organizational representative.
Participate in strategic planning with Communications Director and CUESA staff to advance organizational goals related to communications, branding, and messaging.

Support other tasks as directed by the Communications Director.

**Job Parameters:**
- This is a full-time, salaried, exempt position based on 40 hour/week.
- The work schedule is Monday–Friday, 8 hours/day, with evenings and weekends as needed.
- Salary is $45,000-50,000, commensurate with experience, and includes workers compensation coverage, earned sick leave, paid vacation, and holidays. Medical, vision, and dental care benefits are provided.
- This position reports to the Communications Director

**Required Skills and Qualifications:**
- Excellent writing and editing skills.
- Professional experience with social media platforms (Facebook, Twitter, Instagram), social management tools, website content management systems, and email marketing platforms.
- A strong visual aesthetic and proficiency with Adobe Creative Suite (InDesign, Photoshop, Illustrator). Photography and/or video skills a plus.
- Analytics, Adwords, and SEO experience a plus.
- Strong organizational and time management skills, attention to detail, and ability to consistently meet deadlines.
- Able to manage, prioritize, and keep multiple time-sensitive projects on track simultaneously.
- Excellent communication skills, including tact and diplomacy.
- Team player; naturally able to work well and collaboratively within a dynamic team.
- Knowledge of and personal commitment to sustainable food systems and experience working in the field a plus.
- Experience in communications, marketing, or food systems-related field, or equivalent schooling, a plus.

**To Apply:**
- Please send a cover letter and résumé to Communications Director Brie Mazurek at brie@cuesa.org.
- Submissions must be received by September 10, 2017, 11:00 pm.
- Email submissions only; no phone calls please.