

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 and Mission Community Market in San Francisco and the Jack London Square Farmers Market in Oakland.

The Communications Coordinator supports 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.

Essential Duties:

- **Manage CUESA's online communications channels, creating content that supports and advances CUESA's mission and strategic goals.**
 - Work closely with Communications Director and other staff to develop social media plan, editorial calendar, and key messages,
 - Implement social media plan, crafting and curating fresh, relevant content to engage CUESA's audiences, including writing, images, and video.
 - Schedule, manage, and monitor multiple social media accounts and platforms on a daily basis (Facebook, Instagram, Twitter, etc.).
 - Track and report on online community engagement and website traffic to measure success.
 - Work with staff to identify issues, stories, and stakeholders to strategically highlight in our marketing and fundraising communications.
 - Research, write, and edit articles, seller profiles, and other communications materials.
 - Manage website updates and production of weekly email newsletters and other email campaigns.
 - Take photos and video at CUESA's education programs, farmers markets, and fundraising events, and maintain CUESA's digital media archive.
 - Support Communications Director in coordinating professional photography and video shoots as needed.
- **Create impactful, on-brand visual communications and collateral pieces to support CUESA's programs, farmers markets, and fundraising efforts.**
 - Complete design tasks for 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, online impact report, sponsorship decks, and other fundraising-related content and collateral, writing 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.

- **Participate in and support CUESA's marketing and outreach efforts.**
 - Participate in strategic planning with Communications Director and CUESA staff to advance organizational communications, branding, and messaging goals.
 - Support Communications Director in marketing, advertising, PR, and outreach efforts, build and maintain outreach and media lists, and develop relationships with partners.
 - Act as a CUESA ambassador, participating in CUESA's on-site events and off-site community outreach activities.
 - Support other tasks as directed by the Communications Director.

Required Skills and Qualifications:

- Excellent writing and editing skills.
- Professional experience with social media platforms (Instagram, Facebook, Twitter), social media scheduling tools, website content management systems, website builders, and email marketing (Constant Contact).
- A strong visual aesthetic and proficiency with Adobe Creative Suite (InDesign, Photoshop, Illustrator).
- DSLR photography and 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.

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 semi-frequent evenings and weekends as needed.
- Salary is \$45,000-\$50,000, commensurate with experience. In addition the position provides generous vacation, holidays, medical, dental, and gym benefits.
- This position reports to the Communications Director.
- CUESA does not discriminate in employment, including on the basis of race, color, religion, sex (including gender identity), national origin, political affiliation, sexual orientation, marital status, physical ability, age, parental status, or military service.

To Apply:

- Please submit cover letter and resume to Communications Director Brie Mazurek at brie@cuesa.org.
- Position will be open until filled.