

Appalachian Sustainable Agriculture Project (ASAP) Job Description

Position: Communications and Engagement Coordinator

Supervisor: Communications and Engagement Director

Classification: Full Time, non-exempt

This position is regularly scheduled for Monday through Friday, 9am to 5pm. Occasional weekend and/or after hours work is required. ASAP offers a hybrid work schedule of three days in ASAP's Asheville office and two days remote.

ASAP's mission is to help local farms thrive, link farmers to markets and supporters, and build healthy communities through connections to local food. To read our vision and equity statements, please visit asapconnections.org/about-us.

Purpose: The Communications and Engagement Coordinator will work collaboratively to tell the story of local food and farms in the region; plan and coordinate community engagement events, including ASAP's Farm Tour; and promote and support ASAP's programs and services.

Primary Activities (include but are not limited to)

Communications:

- Collaborate on ASAP's print and digital publications, including the *Local Food Guide*. This includes conducting interviews, collecting photos, writing, and editing.
- Manage updates and create content across all of ASAP's communications channels, including social media, newsletters, listservs, and websites.
- Support promotions and materials for ASAP events and programs.
- Assist in maintaining a consistent voice and look across ASAP's communications.
- Facilitate photography and videography needs, including documenting programs and events, maintaining a photo archive, and coordinating staff, volunteer, and contract photographers/videographers.
- Maintain press contact list and pursue partnerships for story placement, in-kind advertising, and media sponsorship.
- Maintain a media archive of stories about ASAP and local farms in the region.
- Manage distribution of ASAP's print materials.

Engagement:

- Coordinate planning and logistics for ASAP's community engagement events, including the annual Farm Tour, CSA Fair, and fundraising events. Evaluate event success and document event data.

- Manage ASAP's volunteer program, including assessing organization needs, recruiting and training volunteers, and maintaining the volunteer database.
- Work with Development Director to identify event sponsorship opportunities and maintain ongoing relationships with sponsors and supporters.
- Build relationships with community partners.
- Represent ASAP at tabling or community events.

Other:

- Participate in organizational planning, documentation, staff meetings, and activities.

Key lived Experiences, Attributes, and Skill Sets Sought:

We strongly encourage candidates to apply if they meet at least 4 of these qualifications.

- Excellent written and verbal communicator with experience in editorial, content development, social media, and/or design.
- Detail-oriented with strong project management skills.
- Ability to manage time and prioritize among multiple projects.
- Knowledgeable and careful proofreader.
- Ability to work independently and collaboratively in an open office environment.
- Experience using Google Suite, newsletter builders, Wordpress, and design tools such as Canva. Experience with Adobe Creative Suite a plus.
- Graphic design, photography and/or videography skills are a plus.
- Bilingual (English/Spanish or Spanish/English) will be given preference.
- Understanding and commitment to diversity, equity, and inclusion.

Required:

- ASAP requires all staff to be fully vaccinated against COVID-19 and to follow office guidelines around masks, based on current recommendations.
- Must provide consent for a background check. ASAP does not base our employment decisions solely on background checks or convictions, and we do not ask for credit checks.
- Must have a valid drivers license.
- Must be able perform repetitive tasks including lifting and carrying (30lbs).
- Some local travel and periodic weekend shifts.

Compensation

Contact melinda@asapconnections.org for compensation and benefits information. First year employees are immediately eligible for fringe benefits including 10 paid holidays, 12 paid sick days, 12 paid vacation days (paid vacation increases with term), an Employee Assistance Program for the entire household, and employer match of 3% to SIMPLE IRA.

ASAP is currently a qualifying employer for the Public Student Loan Forgiveness (PSLF) Program.

To Apply

Email a cover letter, resume (including three references), and two content samples. Content samples might include written articles, social media posts, video, etc. Email materials to jobs@asapconnections.org with the subject line: 2024 Communications and Engagement Coordinator. Please submit cover letter and resume documents in PDF or Google Docs format.

We will reply to all applicants within two weeks.

Deadline to apply is April 30th, 2024.

ASAP is an equal opportunity employer and does not discriminate on on the basis of race, color, religion, sex (including pregnancy, gender identity, and sexual orientation), parental status, national origin, age, disability, genetic information (including family medical history), political affiliation, military service, or other non-merit-based factors or factors protected by applicable law.