

TITLE: Communications Manager

LOCATION: Remote

SALARY RANGE: \$50K – \$60K

## **ORGANIZATION BACKGROUND**

The Biodynamic Demeter Alliance is a newly formed national organization focused on biodynamic agriculture and food systems in the United States. The organization is the result of a thoughtful unification and expansion process to merge the two strongest and most visible organizations within the movement: the Biodynamic Association and Demeter USA. The combined organization offers a cohesive, networked association that can facilitate the practical growth and maturation needed to implement systemic change in the US food system and the marketplace at large.

The Alliance works to advance the knowledge and growth of biodynamic practices, principles, research, markets, and certification in support of healthier landscapes, farms, and people, and improved economic, spiritual, and social wellbeing. Biodynamic agriculture holds the key to solving many of the issues facing our world today -- from climate change to water scarcity, social injustice and the social-emotional well-being of people and communities. By incorporating diversity, equity, inclusion, and justice practices as keystones, the Alliance works alongside all farmers, food entrepreneurs, and enthusiasts that share the goal of growing resilient, equitable, inclusive, and just food economies and systems. As an early-stage organization, our website is still in development but information can be found at [www.biodynamicdemeteralliance.org](http://www.biodynamicdemeteralliance.org).

The Development & Communications Department is responsible for building the organization's fundraising capacity, including major gifts, grants, brand sponsorships, and our membership program while inspiring participation in the movement and expanding our audience. The department is also responsible for establishing new relationships in the community to cultivate donors and strategic partners across the biodynamic and regenerative agriculture movements. Primary Communications responsibilities include: managing our communications strategy, overseeing our editorial calendar, shaping our evolving voice, building media relations, writing, and editing.

## **JOB SUMMARY**

We are searching for a talented and professional Communications Manager to join our Development & Communications Team. In this role, you'll help lead the charge in growing our audience, donor base, and social media presence through dynamic content that drives brand awareness to maximize engagement, grow our membership, and increase our fundraising capacity. The successful candidate will help to effectively deliver our organization's mission and offerings to the public and the media. This is a fully remote position across multiple US timezones. Must have own computer, cellphone, and broadband internet.

## **HOW YOU WILL SPEND YOUR TIME**

Communications, Membership & Fundraising:

- Manage our communications strategy in service to the three spheres of the organization (cultural, economic, and certification).

- Work with and assist programs to develop their messaging and meet their goals.
- Manage implementation of our current branding project (to be completed in Fall of 2022) and serve as point person for ongoing work with the branding firm or other contractors or consultants.
- Manage and implement the marketing and communications calendar and monitor the cadence of our content including emails, posts, fundraising campaigns, etc.
- Monitor the company's social media and online presence and build our online community by regularly responding to inquiries and comments on our channels.
- Manage content curation, production, and distribution of enews, blog, email campaigns, website, and journal, ensuring that all materials meet the organization's brand identity strategy and editorial guide.
- Manage fundraising campaigns, employ best practices across paid, owned, and earned channels, monitor KPIs, and provide real-time feedback through data, analytics, and customer research.
- Facilitate press inquiries and coordinate responses, assist with and distribute press releases.
- Help develop advertising strategies, including both in-kind and paid opportunities online/in publications/at events, to augment organic social media, as budget allows.
- Support Alliance exhibits or other presence at conferences, trade shows, and other events by identifying possible opportunities, coordinating presence, and developing and distributing marketing materials and talking points.
- Work with Development Director to implement and expand our membership strategy in order to manage and grow this monthly giving program via communications and campaigns.
- Promote the value of Membership and coordinate Member benefits with appropriate departments.
- Facilitate and/or host IG Live and FB Live and other online events.
- Track campaigns and create reports on communications activities.
- Facilitate efficient and effective internal communications across departments and programs by training and managing for company-wide compliance with our procedures and norms.
- Track and update staff and/or board member information on all public platforms.
- Develop and maintain process and strategy documents related to areas of responsibility.

## **WHO YOU ARE**

This role is multi-faceted and a strong drive, passionate nature, and excellent organizational and time-management skills are vital for this role. As a successful candidate, you are committed to elevating, amplifying and activating the biodynamic movement, and you are excited to contribute positively to our inclusive work culture. You enjoy developing compelling social media and visual storytelling, creating content, engaging audiences, growing channels, and inspiring people to explore and support biodynamic agriculture. You are an organized and innovative self-starter, and you excel at tracking your projects and at communicating both your ideas and your questions. You are excited about helping to build relationships in the community and you are passionate about getting people involved with our mission and the Biodynamic Movement.

## **WHAT YOU BRING TO THE TABLE**

- A passion for the planet and its people.
- 3-5 years of professional work experience in marketing or communications, program and project management experience plus experience connected to biodynamics, regenerative agriculture, sustainability, and/or membership management.
- Ability to thrive in a remote work environment while working effectively with team members and contractors to keep simultaneous projects on deadline.
- Expert knowledge of Instagram, FaceBook, and LinkedIn and a solid understanding of effective Social Marketing techniques.
- Proficiency in Microsoft Office suite and Google Drive, and working knowledge of Asana (or other project management platform) and CiviCRM (or other customer relations management tool).
- Experience and comfort with email distribution platforms (e.g. MailChimp) and online content management systems (e.g. Wordpress, Drupal).
- Experience with Adobe Creative Suite.
- Experience and comfort working with contractors and vendors.
- Excellent writing and proofreading skills.
- The ability to manage multiple projects simultaneously in an efficient and resourceful manner.
- Ability to make the nuances of biodynamic farming accessible to a broad audience.
- A mind for systems and strategy with a strong sense for prioritization, organization and follow through.
- Proficiency in adapting to new software and communications tools.
- Excellent communication and listening skills for both internal and external interface.
- The ability to work collaboratively across departments, as well as to self-start and work independently.
- An openness to feedback, the willingness to take on challenges with an ambition to grow and learn, and the ability to quickly provide alternative solutions/ideas.
- The ability to adapt to changing and shifting requirements quickly in a fast-paced, multicultural environment.
- An interest in biodynamics and/or regenerative agriculture.
- A strong understanding of diversity, equity, and inclusion, the ability to centralize DEI in your work, and a willingness to continually explore new perspectives.
- Knowledge or experience with biodynamics and/or regenerative agriculture is a plus.

The Biodynamic Demeter Alliance values a diverse workplace and strongly encourages women, people of color, LGBTQ+ individuals, people with disabilities, members of ethnic minorities, foreign-born residents, and veterans to apply. The Alliance is an equal opportunity employer. Applicants will not be discriminated against because of race, color, creed, sex, sexual orientation, gender identity or expression, age, religion, national origin, citizenship status, disability, ancestry, marital status, veteran status, medical condition or any protected category prohibited by local, state or federal laws.

The Biodynamic Demeter Alliance is an Equal Opportunity Employer.

This is a full-time exempt position with health insurance benefits, paid holidays, retirement plan, communications stipend, and unlimited Paid Time Off. Salary is \$50K – \$60K, DOE. Reports to the Development Director and works in collaboration with the Leadership Team.

To apply, please submit your cover letter and resume through our [Application Google Form](#). Applications are accepted on a rolling basis, but early submissions are strongly encouraged, as we plan to start reviewing on August 5th. Position open until filled.