

Job Opening: Communications and Outreach Associate

The Ohio Ecological Food and Farm Association (OEFFA) anticipates an opening for a capable and motivated individual to join our team, contributing to outreach efforts as well as the creation and distribution of publications, educational materials, emails, website, and social media. The successful candidate will join a team of bright and passionate individuals who are committed to furthering sustainable agriculture, family-scale farming, and the local food economy. Please consider applying if you have significant relevant experience and an understanding and passion for sustainable food and farming. Funding for this position has been secured for twelve months; we hope to extend the position beyond.

Position Summary

The Communications and Outreach Associate will undertake communications and outreach related to two initiatives: outreach to socially disadvantaged farmers to encourage awareness and participation in USDA services and programs, and outreach to beginning farmers in relation to OEFFA's Farm Beginnings Program. This is a full-time position based in OEFFA's Columbus office but telework arrangements will be considered. The anticipated salary range is \$40,000 - 43,000 per year based on experience. Benefits include health insurance and paid time off.

Essential Functions

- Develop and execute a communication plan and timeline for print and online outreach efforts to (1) socially disadvantaged farmers to highlight key federal programs and promote related educational programming; and (2) beginning farmer to provide up to date information on educational programming and technical assistance available to them.
- Arrange paid advertising and develop promotional toolkits
- Manage existing social media platforms, create new content for them, and evaluate opportunities to develop new ones
- Build relationships with FSA agents and managers in Ohio
- Create and implement a strategy for building contact lists from outreach efforts
- Maintain current information on the OEFFA website
- Coordinate with other staff, as relevant, to carry out communications work in their respective programs
- Undertake program evaluation
- Assist with special events, tasks, and projects as needed
- Utilize strong organizational, analytic, and project management skills
- Provide excellent customer service and assistance to our members and constituents by ensuring information and assistance needs are met, and all communications work is handled in a professional manner

Non-Essential Functions

- Answer general phone lines and provide other general office support
- Assist with delivery of educational program work not related to core job duties as needed
- Help grow OEFFA's membership
- Contribute to general fundraising event work

Qualifications

- Experience in writing and/or the production of several of the following: press releases, flyers, website (content), social media platforms, listserves

- Demonstrated experience in electronic communication and familiarity with Adobe Design Suite (including InDesign and Photoshop) or other design applications, WordPress, and databases and engagement platforms on a Windows-based operated system
- Excellent written and oral communication skills
- Demonstrated experience and commitment to providing equitable and inclusive outreach and communication
- Experience in effectively planning, managing, and carrying out multiple tasks
- Commitment to performing work with a high degree of accountability and consistent excellence with exceptional attention to detail and accuracy
- Ability to manage multiple tasks at the same time
- Passion about sustainable and organic agriculture, family farms, rural places, and equity and diversity in our food system
- Ability to work independently

Physical and Cognitive Requirements

- Must be able to effectively operate a computer and other office productivity machinery, such as a copy machine, fax/printer, and telephone, as well as be proficient in Microsoft Office (e.g., Excel, Word, PowerPoint, OneNote)
- Must be fluent in English
- Must be able to work cooperatively with others
- Must be able to arrange transportation for offsite duties during the workday, on occasion
- Must be able to occasionally work evening and weekend hours including overnight travel
- Must be able to ascend/descend stairs multiple times a day
- Must be able to sit at a desk for long periods of time maintaining concentration with frequent interruptions
- Must comply with all company policies and procedures and maintain regular and punctual attendance
- Must be able to occasionally work in outdoor weather conditions
- Must be able to meet project and report deadlines

Application process

The position is opened until filled; apply by September 10th to be assured full consideration. Interested candidates are advised to apply by this date to receive full consideration, although the position will stay open until filled. (If this posting is removed from the OEFFA website, we are no longer accepting applications.)

Your application should be addressed to Renee Hunt, Program Director, and consists of four items: a cover letter, resume, writing sample (e.g., newsletter article or email blast) and an example of your social media work, and contact information for three professional references (indicate relationship to you). In your cover letter please address how your experience and background meet the requirements of the position. Please combine these as a single PDF file and submit via email to CommunicationsJobs@oeffa.org and for the subject line use "Communications Associate."

We seek to recruit, develop and retain the most talented people from a diverse candidate pool, and all employment is decided on the basis of qualifications, merit, and organizational need. In the same way that biological diversity is foundational to the healthy agricultural systems we support, we recognize that diversity of people makes OEFFA healthier and more sustainable. As part of the application, we invite candidates to describe how their life experiences enrich the diversity of our organization.

About OEFFA

OEFFA was formed in 1979 and is a tight-knit, membership-based grassroots organization, dedicated to promoting and supporting sustainable, ecological, and healthful food systems. Our members include farmers, gardeners, and conscientious eaters who committed to work together to create and promote a sustainable and healthful food and farming system.

We are attentive to the ways in which our organizational culture advances our progress towards fulfilling our mission. The nature of our work necessitates that each staff member collaborates with others and generously supports the work of colleagues and those we serve. We value individual and collective creative problem-solving, commitment to shared responsibilities, integrity, initiative, and effective communication. In the same way that biological diversity is foundational to the healthy agricultural systems we support, we recognize that diversity of people makes OEFFA healthier and more sustainable, and thus a core value of our organization.

For more information, go to www.oeffa.org.

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