



## **JOB ANNOUNCEMENT**

### **Communications Coordinator**

Just Harvest is an equal opportunity employer that values diversity of all kinds. We encourage candidates from all backgrounds to apply for this opportunity. It is our policy to ensure that all individuals are treated equally without regard to race, age, color, disability, gender or gender identity/expression, marital status, national origin, religion, sexual orientation, or veteran status, and that all are given every opportunity to succeed.

#### **Organizational Mission**

Just Harvest works to promote a just system of food access by addressing the root causes of hunger – systemic poverty and inequity – through policy advocacy, grassroots organizing, community-based solutions, and connecting people to benefits.

**Job Title:** Communications Coordinator

**Job Status:** Non-Exempt, Full-Time (35 hour work week)

**Reports to:** Executive Director

**Positions Supervised:** Volunteers, Interns

#### **Position Summary:**

Coordinate and implement Just Harvest’s public-facing communication materials and activities to broaden awareness of and engagement in the organization’s mission, advocacy, and programs.

#### **Essential Functions**

- Demonstrate and reflect the mission and values of Just Harvest.
- Coordinate Just Harvest’s overall communications strategy.
- Manage Just Harvest’s relationships with News Media
  - Cultivate relationships with reporters and other media professionals
  - Write press releases, Op-Eds, and letters to the editor
  - Handle media inquiries to promote coverage of Just Harvest’s work and messaging
  - Develop and pitch feature story ideas and opportunities
  - Track and archive news media coverage
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- Manage Just Harvest’s digital communications:
  - Promote programs and services, volunteerism, policy actions, events and donor engagement through social media posts, web content, and email
  - Maintain and update website content regularly. Work with an IT contractor to maintain site performance.
  - Produce a monthly e-newsletter

- Produce timely action alerts for advocacy campaigns.
- Manage Just Harvest's social media presence across various platforms.
- Develop engaging multimedia content for social posts and monitor channels for relevant conversations, fostering community interaction, and increasing brand awareness.
- Collaborate with program, outreach and fundraising team staff to ensure a cohesive social media identity.
- Track and analyze key social media metrics, such as engagement rates, reach, and follower growth, to assess the effectiveness of social media efforts and inform future strategies.
- Support the Fundraising Team to:
  - Create marketing strategy for events and develop marketing materials to support event promotion efforts and increase attendance.
  - Create compelling and persuasive fundraising materials, appeal letters, digital graphics, donor emails and online giving campaigns to solicit donations and support.
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- Help engage clients, activists, and volunteers in sharing their stories for advocacy, program promotion, and fundraising.
  - Assist with interviews and storytelling projects
  - Help develop engagement paths for clients and social media followers.
  - Help identify and prepare people with lived experience for media interviews.
- Working collaboratively with staff, manage production of all promotion and marketing collateral for Just Harvest's programs and events, including brochures, flyers, mailers, and advertisements.
- Assist with drafting, editing, and designing advocacy materials, including fact sheets, white papers, and letters to public officials.
- Write, edit, and design annual report and other reports/publications.
- Public presentations:
  - Public speaking on behalf of Just Harvest to diverse audiences.
  - Promote public speaking opportunities for Just Harvest
  - Assist Just Harvest staff with talking points, remarks for public presentations
- Participate in Just Harvest staff meetings.
- Provide media and communications training to the Board, Executive Director, staff, clients, and activists as needed.
- Complete other duties as assigned.

### **Knowledge, Skills & Abilities Required for the Position**

- Excellent writing and editing skills with the ability to craft compelling messages for different audiences.
- Strong organizational and project management skills with the ability to manage multiple projects and deadlines simultaneously.
- Strong computer literacy with experience working with Google Suite and MS Office
- Experience managing social media platforms (Facebook, Twitter, Instagram, LinkedIn, etc.) and familiarity with social media analytics tools.
- Graphic design skills (Adobe Photoshop/InDesign/Illustrator, Canva strongly preferred)
- Proficiency in web content creation and management, including experience with content management systems (CMS) (WordPress strongly preferred).
- Experience with email marketing (Mailchimp or similar).
- Ability to:
  - Maintain confidentiality
  - Work as a self-starter as well as part of a team

- Provide effective communications with limited resources across diverse media
- Devise culturally competent communications for diverse audiences
- Track and meet multiple deadlines at a time
- Be detail-oriented
- Maintain a positive attitude

## **Working Conditions**

- Usual schedule is normal business hours, with some flexibility. Occasional evening and/or weekend work.
- Hybrid work environment with some required office time but significant work-from-home permitted
- Small office with limited resources
- Occasional work outdoors (at programs or events)
- Job at times is fast-paced with deadlines to meet
- Frequent computer usage that requires repetitive motions
- Limited travel possible to local, regional, and state meetings
- Lifting up to 20 pounds (work is usually sedentary requiring 10 pounds or less of exerted force)

## **Qualifications**

*Just Harvest strongly values diverse relevant life experiences that may substitute for any or all of these specific qualifications. We succeed in our mission better when our workforce reflects the communities we serve. We welcome applications from candidates who may lack formal credentials and invite you to tell us about your unique qualifications. If you are passionate about our mission and think that you have the skills to contribute to our success, we want to hear from you!*

- Prior experience in the non-profit sector and with media, communications, or marketing strongly preferred.
- Minimum of one year advocacy issue-focused work.
- Bachelor's degree preferred, but not required

## **Compensation**

\$26.00 per hour

Full-time position (35 hours/week). Benefits include health, vision, and dental insurance; SIMPLE IRA retirement plan; sick, vacation, and personal paid time off; 13 annual paid holidays.

### **To apply:**

Send cover letter, professional writing sample, and resume in MS Word or PDF format to Ken Regal at [kenr@justharvest.org](mailto:kenr@justharvest.org). Applications will be received on a rolling basis, and the position will remain open until filled.

**Just Harvest is an Equal Opportunity/ Affirmative Action Employer**  
**Just Harvest is a Drug-Free Workplace**  
*(Updated April 2024)*