



## Communications and Engagement Coordinator Job Description

### About Us

GardenShare is a nonprofit that promotes a local food system that ensures food security for all St. Lawrence County residents. Its programs focus on connecting consumers and producers, supporting equitable distribution of food resources, removing barriers to access, providing food justice education and advocacy, and engaging with community partners. We are a small team of dedicated employees and volunteers seeking a Communications and Engagement Coordinator to help us pursue our mission and serve our community. GardenShare is an excellent place to develop meaningful, mission-driven experience.

### Responsibility Summary

The Communications and Engagement Coordinator will work closely with GardenShare's staff, committees, volunteers and partners to lead the organization's communications and engagement efforts. This person will oversee communication channels, coordinate outreach and engagement efforts and ensure that St. Lawrence County residents are aware of GardenShare's work to pursue our motto: "Healthy Food, Healthy Farms, Everybody Eats".

### Primary Responsibilities:

- Under the direction of, and in collaboration with GardenShare Staff and Committees, develop and implement the annual communication and engagement plan.
- Develop, write and edit communications materials, including monthly eNews publications, press releases, website content and social media content
- Work with Committees and Staff to ensure event materials are designed, and events are marketed and communicated to further increase stakeholder engagement.
- Collect and analyze reader trends and analytics, and implement strategies to maximize engagement rates.
- Adhere to and provide input to GardenShare's communication budget.
- Maintain digital media archives including photos and videos
- Develop escalation protocols for managing communication crises, should they arise
- Providing coordination and support throughout GardenShare events event planning team by coordinating event logistics- contacting vendors, touring potential venue locations and helping with the set-up, execution and cleanup of an event.
- Managing events and addressing potential problems that may arise
- Planning for potential scenarios that could impact the integrity of the event
- Perform other related duties as assigned.

### Skills, Abilities and Character Traits:

- Compassionate, collaborative, empathetic and dedicated to food justice in St. Lawrence County
- Strong written and verbal communication skills, and an ability to relate well to others (colleagues, public, community leaders, etc.).
- Comfortable functioning independently and as a member of a team.
- Ability to meet deadlines reliably and enjoy working on multiple projects simultaneously.
- Knowledge of Canva, Constant Contact, GiftWorks, Google Suite and Drupal platforms is an asset
- Ability to think strategically and identify ways to improve communication and engagement efforts
- Must be resourceful and take initiative even when given minimal direction



**Experience:**

- 2-3 years progressive experience in marketing/communications.
- Bachelor-level degree in marketing and communications preferred
- Experience in the nonprofit sector an asset.

**Discretion**

The Communications and Engagement Coordinator has a medium range of discretion and independent decision-making.

**Relationships**

The Communications and Engagement Coordinator is an essential member of the GardenShare team and works collaboratively in that context. She/he/they also works closely with the Executive Director, and other staff involved in outreach to St. Lawrence County and our many partners.

**Job Type:** Contract, Full-Time Hours

**Contract Length:** 6 months (with possibility to extend)

**Compensation:** \$16.00 per hour.

**Work Location:** Primarily, the team works from the office, however work from home options are available. Some travel and on site work is required as part of this position.

**Work authorization:** United States (Required)

**Driver's License:** Required

**Language:** English (Required)

**Benefits:** Flexible schedule and working arrangements; Paid time off

**Schedule:** Monday to Friday, though some weekend events possible

**Application Procedure:**

Please submit a complete CV with cover letter by no later than January 21, 2022 to [info@gardenshare.org](mailto:info@gardenshare.org). Selected candidates will be contacted to schedule an interview, in person or over video conference. Candidates will be asked to complete some brief tasks to demonstrate their abilities and expertise.

Note: applicants may be contacted earlier than the application deadline for next steps.

More information about our organization is available at [www.GardenShare.org](http://www.GardenShare.org). We look forward to your application!