



## **SALVATION FARMS**

Salvation Farms, PO Box 1174, Morrisville, VT 05661

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[www.salvationfarms.org](http://www.salvationfarms.org)

**August 2024**

**Position Title:** Communications and Outreach Manager

**Supervisor:** Executive Director

**Employee Status:** Full time

**Salary Range:** \$50,000 to \$55,000

### **Organization Summary**

Salvation Farms' mission is to build increased resilience in Vermont's food system through agricultural surplus management. Our programmatic work explores diverse opportunities to respond to Vermont's farm surplus food in an effort to build food system security and regional food resilience. We run a gleaning program, serve as backbone support to the Vermont Gleaning Collective, and have operated a surplus crop food hub in tandem with job-readiness training for individuals with barriers to employment. Other aspects of our mission integrated into and existing outside of the programs mentioned above include technical assistance, creating resources for the gleaners and supply chain development, experiential education, community building, cross-sector collaboration, research, advocacy, dialogue facilitation, and state/regional/national engagement.

### **Position Summary**

The Communications and Development Manager fills a key role supporting Salvation Farms' during an exciting time of growth and transition. The organization seeks a successful storyteller able to communicate Salvation Farms mission and vision to create a more just, equitable and sustainable agricultural future for Vermont and beyond. This individual's work will center on co-creating and executing robust communications and development plans while also effectively sharing with community partners, constituents and the broader public the organization's ongoing and future work.

Passion and creativity are essential. This team member will be part of deepening our impact and relaying the complexity of our mission within our development and communication efforts. Honing and maintaining Salvation Farms' style, brand, and tone in images and words are core responsibilities of this staff person. A strong candidate strives for consistency and accuracy, is detail oriented and organized, independent yet collaborative, and enjoys working within a small, mission driven team.

### **Primary Duties and Responsibilities** *(include but not limited to)*

#### *Development and Fundraising*

- Co-develop and implement a robust and dynamic annual communications and development plans; track data and measure progress
- Generate donor analytics to evaluate and inform development strategies

- Ensure constituent information is cataloged and accurate in databases (Little Green Light, Mailchimp, etc.)
- Create and implement innovative strategies to grow and diversify Salvation Farms' base of current and prospective donors
- Build momentum and conduct outreach to further the organization's ability to garner corporate sponsorships
- Design and coordinate logistics for events aimed at furthering fundraising efforts and strengthening donor and community engagement
- Manage paper and electronic mailings; financial and in-kind donor acknowledgement letters, midyear and end-of-year appeals, etc.

#### *Communications and Community Outreach*

- Coordinate and lead promotional efforts, i.e. tabling, press releases, ads, social media, etc.
- Maintain and update the organization's communication style guides
- Maintain and develop content on the current website that accurately reflects Salvation Farms' mission and vision
- Oversee purchase and procurement of branded merchandise
- Co-manage volunteer coordination, promotion and data collection for administrative and event volunteers
- Manage paper and electronic mailings; newsletters, annual report, etc.

#### *Additional Responsibilities*

- Support organizational-wide committees, strategic planning and evaluation processes upon request
- Represent and promote Salvation Farms, its programs, and mission by actively participating in external meetings, conferences, and tabling opportunities
- Other duties as assigned

#### **Desired Qualifications**

- Passion for social and environmental justice, and Salvation Farms' mission and vision; able to inspire others
- Graphic design experience (InDesign); Able to create newsletter report layouts
- Website maintenance and database management, specifically Excel and Little Green Light
- Self-starter able to work independently and as part of a dedicated team
- Effective problem solver; adapt as work and organizational needs evolve
- Highly organized; strong attention to detail
- Excellent communicator accustomed to using verbal, written, and speaking skills with a wide range of audiences

#### **Benefits & Work Environment**

- Based in Vermont, flexible remote and in-person; ability to work occasional nights and weekends
- Some travel required as will be some nights and weekends
- Mileage is reimbursed at current federal standard for mile for all approved work travel
- Paid sick-time, personal-time, and holidays
- Health insurance available (employer covers 75% of premium)
- Dental and Vision Insurance (Employer covers 100% of premium)
- Health Savings Account set-up with employer contribution
- Wellness Benefits (Coop membership, shared CSA, and wellness reimbursement)

Please send cover letter and resume to [info@salvationfarms.org](mailto:info@salvationfarms.org) to the attention of Kelly Dolan. All application materials should be submitted by Friday August 30<sup>th</sup>, 2024.

*Salvation Farms is an equal opportunity, at-will employer with a commitment to building and fostering a diverse, equitable, and inclusive workplace. We value both professional and personal expertise in prospective job candidates as well as a passion for the mission. We honor and encourage people of all backgrounds and lived experiences to apply.*

