



**AMPLEHARVEST.ORG**  
**MARKETING AND COMMUNICATIONS COORDINATOR**  
**JOB DESCRIPTION**

**Introduction:**

*AmpleHarvest.org represents an exciting new model for addressing food waste and hunger/malnutrition in America... moving information instead of moving food. This is an opportunity for you to bring new ideas and energies to the [mission](#) and goal of AmpleHarvest.org. The below information is a starting point – you will be in a position to grow the job description and the job’s impact.*

*This job is ideal for a motivated “self-starter” who can work from a home/remote office without supervision, track and record work on the project, and meet goals. This is your chance to be an agent for change by helping millions of Americans who rely on food pantries, get the opportunity to receive freshly harvested food that would otherwise be left to rot in gardens. Learn more at [www.AmpleHarvest.org/PBS](http://www.AmpleHarvest.org/PBS) and [www.AmpleHarvest.org/TEDx](http://www.AmpleHarvest.org/TEDx)*



**We are looking for a person who can:**

- Create communications to help current and prospective funders and supporters better understand the impact of their support
- Establish and implement a long-term marketing and communications plan with America’s growers and grower’s organizations.
- Design local, regional and national strategies to raise awareness of AmpleHarvest.org

**Responsibilities:**

- Coordinate with the Executive Director to create and expand our:
  - Social media:
    - Manage all social media platforms
    - Develop engaging content for multiple audiences and platforms
    - Manage online community relationships
    - Grow audiences
    - Manage occasional paid campaigns
    - Develop and adhere to brand voice, tone, and style in all online communications
    - Liaise with various corporate partners for cause marketing campaigns
    - Drive traffic to blog and website, measure conversions, and develop ROI for social campaigns
  - Traditional media:
    - Cultivate relationships with various national and regional media outlets
    - Draft press releases as needed
    - Propose creative media/awareness campaigns
    - Search for guest blogging opportunities and create promotional content
  - Communications:
    - Manage blog—recruit guest bloggers, edit guest and in-house blog posts, propose and craft in-house blog content, drive traffic to blog
    - Craft or edit newsletters, emails, and fundraising letters
    - Craft or edit printable materials for gardeners, volunteers, food pantries
    - Craft or edit occasional paper mailings to various audiences
    - Plan innovative community education and engagement activities to stimulate involvement in targeted communities, including speaking engagements for the executive director.



Identify additional capabilities for the web site/data base that will help improve AmpleHarvest.org's overall capabilities and solutions.

**Expectations:**

- Weekly staff meetings via video conference
- Attend annual staff/board meeting (all expenses covered)
- Manage your time and report hours via monthly timesheet.
- Work with other staff and board members to help support the work they are doing.

**Skills:**

- Thorough expertise with WordPress.
- Expertise in social media resources such as Twitter, Facebook, YouTube, etc.
- Graphic design (logos, infographics, images for social media, etc.)
- Video creation/production a plus but not a requirement
- Knowledge of effective communication and public outreach techniques.
- Very organized
- Excellent proofreading skills
- Can manage multiple projects
- Excellent written and oral communication skills
- Organizing outreach and educational campaigns.

**Qualifications:**

- College Degree or higher
- Experience managing social marketing and communications campaigns
- Must be familiar with home/community gardening and be "in tune" with the different growing seasons nationwide. Master Gardener or other grower certification a plus but not required.
- Must be totally comfortable and competent with computers, email, the web, social media tools, search engines, etc. Must have your own workspace, computer with video camera for video calls, virus/firewall protection, printer, reliable high speed Internet connection and phone with unlimited long distance (domestic only) plan. Monthly fixed stipend will be provided to cover some of these costs. A copy of Microsoft Office software (Outlook, Word, Excel, etc.) will be provided for free if needed.
- Understanding of and passion about food waste and hunger in America a plus.
- Strong interpersonal and motivational skills. Prior sales experience a plus.
- Prior experience in the nonprofit sector is a plus
- Demonstrated ability to work across cultures and with diverse community groups

**About the Position:**

The Marketing and Communications Coordinator reports to the Executive Director.

- This position starts with a three-month probationary period. Continuation of employment will be reviewed and determined at the end of the three-month period at the sole discretion of AmpleHarvest.org.
- This is not a 9 to 5 job but it is a 40 hour per week job. With some exceptions, you make your own hours.
- Salary is \$40,000 annually, paid monthly. Healthcare/retirement benefits are not available.

*Note: AmpleHarvest.org, Inc. welcomes people of diverse backgrounds and life situations. As such, AmpleHarvest.org Inc. does not subject people to differential treatment based on race, creed, color, national origin, nationality, ancestry, age, sex (including pregnancy), familial status, marital status, domestic partnership or civil union status, affectional or sexual orientation, gender identity or expression, atypical hereditary cellular or blood trait, genetic information, liability for military service, and mental or physical disability, perceived disability, and AIDS and HIV status.*

**If you are interested in applying for this position, please send your resume to [MarComm-Position@AmpleHarvest.org](mailto:MarComm-Position@AmpleHarvest.org) and put "Application-Marketing & Communications Coordinator" in the subject field. Please include your LinkedIn address if you have one.**