

Ecological Farming Association

406 Main Street, Suite. 313 • Watsonville, CA 95076 • ph: 831-763-2111

Cultivating sustainable farming and healthful food choices

COMMUNICATIONS AND OUTREACH COORDINATOR JOB ANNOUNCEMENT

The Ecological Farming Association (EFA) seeks an experienced communications professional with understanding of ecological agriculture and food systems to direct strategic communications planning and implementation for our organization and program partners. The Communications and Outreach Coordinator will work as part of an organizational management team responsible for implementing EFA's education and advocacy programming.

EFA is a 27 year-old non-profit corporation based in Watsonville, CA, dedicated to educating and informing farmers, policymakers and the public about economically viable practices of ecological agriculture. EFA has a rich history of presenting educational events that address the needs of farmers and agricultural industry while promoting a safe, healthy, and socially just food system. EFA programs reach a broad and diverse audience in support of our mission.

This is a full-time (32 - 40 hrs/week), salaried position that reports to EFA's Executive Director. Salary will be determined commensurate with experience and includes health benefits, vacation, and paid sick leave.

Primary Responsibilities:

Media Relations

- In collaboration with key staff, board, and partners create a media relations plan for EFA's programs
- Monitor media regarding key issues for the organization's programs
- Develop relationships with journalists in targeted media markets
- Create news events, media kits, news releases, editorials, and other strategic materials according to the media relations campaign plan
- Recruit, train and coach appropriate spokespeople per the media relations plan
- Ensure that the organization communicates with effective, cohesive messages and language across all programs
- Represent EFA and program partners as spokesperson and commentator per the media relations plan

Organizational and Program Outreach

- Work with other staff team members to create effective outreach materials for EFA programs and general organizational outreach and advocacy campaigns, including desktop design and display boards

- Work with other staff team members to create effective materials for our donor and membership development programs
- Maintain a well-designed, up-to-date, and interesting organizational website
- Represent EFA at selected events and trade shows

Qualifications

- Media relations experience
- High-level desktop design skills
- Excellent written and verbal communications skills
- Website design experience
- Commitment to sustainable agriculture and food systems
- Works well in a team and independently
- Creative and resourceful
- Good sense of humor

Job Details

- Full time, 32 - 40 hour per week position
- Salary commensurate with experience
- Benefits include paid vacation and sick leave, health and dental insurance
- Location: EFA Watsonville, CA office
- Some travel required, mostly within California

To Apply

- Please forward a resume, cover letter and three references to commapplication@eco-farm.org
- No phone calls please. Confirmation of receipt of your application and additional questions will be addressed by email.