



Communications Coordinator

Foodwise is a nonprofit organization dedicated to growing thriving communities through the power and joy of local food. Our vision is to inspire a world that nourishes all people, local economies, and the living earth. We operate the Ferry Plaza Farmers Market and Mission Community Market in San Francisco, and offer food access and education programs for eaters of all ages.

Foodwise is seeking a hardworking, organized, and creative Communications Coordinator who is passionate about farmers markets, education, and community. The Communications Coordinator is part of a Communications team of two, reporting to the Communications Director. Together, you will co-create and implement marketing and communications strategies to support Foodwise's mission and work, engaging diverse stakeholders and communities, both online and in person.

Foodwise is committed to diversity, equity, inclusion, and justice in our programs and across all aspects of our organization. We strive to make our communications clear, inclusive, and accessible to all, while centering diverse voices and prioritizing people's power and agency in telling their own stories.

Responsibilities

Digital Content Creation & Social Media (55%)

Craft fresh, relevant, and inclusive original content to educate, inspire, and engage our community. Manage social media and digital channels, ensuring consistency in voice, messaging, and brand.

- Manage, schedule, and monitor multiple social media accounts, including but not limited to Instagram, Facebook, TikTok, Threads, and LinkedIn.
- Take photos and create video content at farmers markets, education programs, and events, working with Foodwise team, farmers market community, and program participants.
- Research and write original feature articles and e-letter and website.
- Build weekly email newsletter and other email campaigns, including writing or curating content.
- Maintain and update website, providing support with larger web projects as needed.
- Work with Communications Director to develop and implement social media plan, editorial calendar, and key messages.
- Work with Communications Director and team to identify key issues, stories, and community members to highlight in communications.
- Maintain communications dashboard and work with Communications Director to track and analyze, set benchmarks, and develop strategies to grow reach and impact.
- Copyedit and proofread materials as needed, using house style guide.
- Support translation or development of multilingual materials.
- Organize and maintain digital media archives.

Foodwise

Marketing & Outreach (30%)

Participate in marketing through outreach activities and producing impactful marketing materials.

- Work with Communications Director to support marketing and outreach efforts, such as developing and maintaining contact lists, cultivating partner relationships, tracking media coverage, and developing and distributing promotional materials and tool kits.
- Act as an organizational representative and ambassador, supporting in-person farmers markets, education programs, fundraising events, and off-site marketing and outreach activities.
- Design, update, or adapt materials for farmers markets, education programs, and fundraising events and campaigns, using brand style guide (such as web graphics, print brochures, flyers, banners, signage, seller signs, ads, displays, merchandise, etc.).
- Coordinate printing or production of materials with outside vendors as needed.
- Support team in creating materials in adherence to brand guidelines.

Other Responsibilities (15%)

Work with Foodwise team to support administrative and organizational activities, such as:

- Support volunteer program, including outreach and communications, orientation event preparation and setup, and volunteer data and tracking.
- Support administrative communications, such as fielding general email inquiries.
- Participate in team racial equity work and initiatives to advance Diversity, Equity, Inclusion, and Justice (DEIJ) framework and work plan, and actively work to advance DEIJ in communications.
- Participate in team planning to advance organizational goals through marketing and communications.

About You

You are a hardworking, organized, and creative communications professional and collaborative team player who cares deeply about community building and impactful storytelling that educates and inspires. You are passionate about good food, sustainability, and social justice.

Minimum Qualifications

- Excellent written communications skills, including writing and editing.
- Experience managing social media accounts (particularly Instagram, Facebook, TikTok, Threads, LinkedIn) and using scheduling tools.
- Experience with website content management systems and email marketing.
- Graphic design skills and experience using Adobe Creative Suite (such as InDesign, Illustrator, Lightroom, Photoshop, Express) to create digital and print materials.

Foodwise

- Experience with DSLR photography and smartphone video creation.
- Computer and software proficiency (Google Workspace and Microsoft Suite).
- Strong organizational skills and attention to detail.
- Able to manage schedules, meet deadlines, and keep multiple time-sensitive projects on track simultaneously.
- Team player, who works well and collaboratively within a dynamic team.
- Excellent team communication skills, including tact and diplomacy.

Desired Qualifications

- Foundational understanding of sustainable and equitable food systems.
- Professional experience in food or nonprofit communications or marketing, or equivalent schooling.
- Written language proficiency in Spanish or Chinese a plus.
- Google Analytics, AdWords, and SEO experience a plus.

Job Parameters

- **Position type:** This position is a full-time, non-exempt status hourly role with an expectation of 40 hours per week.
- **Schedule:** The work schedule is generally Monday-Friday or Tuesday-Saturday, 8 hours/day. This position requires in-person work at the San Francisco Ferry Building at least 3 days a week, with a work-from-home policy of up to 2 days a week. This position must attend evening and weekend events and programs, averaging 1 to 2 Saturdays a month and 1 to 2 evenings a month.
- **Pay:** \$25-\$27/hour depending on experience.
- **Benefits:** Workers' compensation coverage, earned sick leave (1 hour earned for every 30-hours worked), paid vacation accrued at 15 days annually to start (increases by 1 day each year to cap at 20 days annually), and 13 paid holidays provided. Medical, vision, and dental care benefits are through Kaiser plan with \$15 copay (employer pays 80% and employees pay 20% of monthly cost). Additional benefits include 401(k) plan with company match up to \$1430 annually, pre-tax commuter benefit, \$60 monthly wellness reimbursement stipend, and professional development allowance.
- **Reports to:** Communications Director

To apply, please send a cover letter and resume to Brie Mazurek at brie@foodwise.org by end of day, Monday, July 15, 2024. Email submissions only; no phone calls, please.

Foodwise is an equal opportunity employer that strives to create a diverse, equitable and inclusive workforce. We strongly encourage people of color, LGBTQ individuals, and people with other marginalized identities to apply.