



Communications Associate

Position Description

About Urban Tilth

Founded in 2005, Urban Tilth hires and trains local residents to cultivate agriculture in west Contra Costa County to help our community build a more sustainable, healthy, and just food system. We use our 7 different school and community gardens and small urban farms to strengthen our community's capacity to provide for ourselves, speak for ourselves and fight for the future we need.

Position Description

Urban Tilth has an immediate opening for a part-time Communications Associate. The Communications Associate will work with the Executive Director and the Fund Development Associate to share the storey of Urban Tilth's programs, events, activities, accomplishments and impact through various communications channels including the organization's website, monthly newsletters, social media and traditional media.

Responsibilities

- Develop and coordinate Urban Tilth's annual communications plan
- Drafting content (e.g. press releases) for mass media, newsletters, social media or Urban Tilth website
- Work with project staff to update Urban Tilth social media content weekly
- Update Urban Tilth website monthly and other online platforms as needed
- Plan and coordinate media campaigns, lead communications for special events
- Liaise with media and handle requests for interviews, statements etc.
- Lead the development of promotional materials such as brochures, tabling displays, reusable shopping bags and T-shirts
- Work with volunteers to organize, update and maintain all Urban Tilth media (photographs, videos, articles etc)
- Track and report on metrics measuring the efficacy of website, newsletter and social media efforts

Requirements

- 2-3 years experience in marketing communications, public relations, social media or similar role
- Excellent communication (oral and written) and presentation skills
- Excellent writing / storytelling and project management skills
- Experience in web design and content production is a plus
- Experience in copywriting and editing
- Working knowledge of MS Office, Google docs; graphic design software, photo and video-editing software
- Experience with Constant Contact or similar email marketing platform
- Experience with WordPress
- Experience with Associated Press (AP) Style of writing
- Demonstrated passion for Urban Tilth, sustainable community based agriculture and food justice.
- Experience working with nonprofit boards, in youth development or social justice organizations.
- Team player who demonstrates willingness and enthusiasm to step into a leadership role.
- Experience working within racially, ethnically, and socioeconomically diverse organizations and urban communities.
- Bachelor's degree in communications, public relations, marketing or other related field of study (relevant experience may be considered for those with degrees in other fields of study)

COMPENSATION

- \$18.50 - \$20 per hour + benefits (medical, dental, sick leave, holidays & vacation)
- Part-time, 20 hours per week

HOW TO APPLY

Send resume and references via mail or email to:

ATTN: Hiring Committee
Urban Tilth
323 Brookside Dr
Richmond, CA 94801
admin@urbantilth.org

Urban Tilth strongly encourages applicants from diverse backgrounds from Richmond to apply.