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, Fund Development Associate and Urban Tilth programs staff to share the story of Urban Tilth’s programs, events, activities, accomplishments, and impact through various communications channels including the organization’s website, quarterly newsletters, social media, videos, and traditional media. The Communications Associate will also lead our program staff assigned to communications at their sites and support their professional development by convening a monthly communications team meeting where in-service trainings and other professional development activities will occur.

Responsibilities

● Work with executive director to create and then lead the execution of Urban Tilth’s annual communications plan
● Create content (e.g. press releases) for mass media, newsletters, social media or Urban Tilth website
● Create emails: monthly Upcoming Events, weekly volunteer day reminders
● Document Urban Tilth programs, special events, participants and staff using photography, video and text.
● Work with project staff to update Urban Tilth social media content weekly including transferring staff posts to Urban Tilth website blogs
● Create graphics for Urban Tilth event flyers, handbills, banner using canva and / or InDesign, Photoshop, Illustrator
- Update Urban Tilth website regularly 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 annual reports, donor folios, 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, email, newsletter and social media efforts monthly
- Spend a minimum of 2 hours a week on site in Urban Tilth programs
- Attend monthly staff meetings
- Participate in Annual Strategic Planning Retreat

Requirements

- 2-3 years experience in marketing communications, public relations, social media or similar role\n- Experience working with people of color and low income people in leadership and paid staff positions
- 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 social and climate 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.
- 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

- Part-time, 20 hours per week
- $26,000 annual salary
- 40 hours of paid sick leave
- 9 paid holidays

*We anticipate this position growing into a full time, full benefit position with the right candidate

HOW TO APPLY

Send resume and references via mail or email to:

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

Richmond residents, people of color, women and LGBTQ applicants strongly encouraged to apply