

Wyoming Food Coalition Communication Manager Job Description

Start Date: January 15th, 2025

Reports to: Wyoming Food Coalition Board, and Executive Director

Joint-Supervisor Over: full-time VISTA Position

Hours: 36-40 hours per week,

Full time/Permanent Starting Salary: \$45,000

Location: Fully Remote, with some in-person events (2-5 per year)

Job Summary:

The Communications Manager will work in a close creative relationship with the Executive Director, VISTA/AmeriCorps Volunteer, Strategic Communications Working Group (SC-WG) Chair and Members, and Wyoming Food Coalition (WFC) Board Members. In this role you will manage all outward facing communications from WFC and market our programs and services. This job is rooted in relationships and requires that you work with individuals from a wide background to build equity and center multicultural community space across all of our communication platforms (website, social media, monthly digital newsletter, etc) and in our communication programming (WY Online Food Directory, Wix, Community Newsletter via Mailchimp, advertising and marketing of all virtual and in-person gatherings and programs, etc).

The ideal candidate for this position will be a self-starter, a systems-thinker, communicating well across generations, cultures, and a variety of knowledge and skill-base, while having a grounded understanding of rural, agricultural communities of multiple scales.

The Wyoming Food Coalition is dedicated to Strengthening local food systems by connecting stakeholders and amplifying their voices so that Wyoming producers, consumers, and environments thrive. Our Communications Manager will be strategically leading and implementing this vision through all of our communications channels.

Duties and Responsibilities:

The Communications Manager duties include, but are by no means limited to the following:

- Plan, Design, Develop, Implement:
 - Strong artistic vision paired with ability to implement
 - Work with ED and SC-WG to create communication goals that align with our [strategic plan](#)
 - Develop benchmarks and metrics for quarterly evaluation of all communications/media platforms in use
 - Create, implement, coordinate, and report on all communication efforts
 - Develop internal policies and procedures to streamline work with the communications team
 - Create and deliver on all current communications work (social platforms, website, email newsletter, creation and implementation of grander-scale local food directory from existing platforms)
 - Envision long term plan for increased reach and impact of WFC efforts- the board envisions this position becoming a Program Coordinator Position, managing other employees to develop a Statewide Local Food Marketing Program, and stronger communication networks for promoting and integrating local foods into our consumer markets and institutions (mainly school systems and food banks) as our organization grows and develops

- Supervision:
 - Jointly-Manage VISTA Volunteer and future contractors
 - Ability to lead/report at meetings, collaborate with the team
 - Work with diverse staff, board, and other contractors
- Evaluation:
 - Analyze ongoing buildout of current communications platforms
 - Provide a plan for growth and feed-back loop measurements
 - Analyze, assess and manage all backend systems
 - Proactive in finding technology that fits with overall organizational growth
 - Share communication impacts, challenges and potential growth points with passion and clarity to ED and board of directors
- Team Collaboration:
 - Desire to work in close, collaborative relationship with WIR team
 - Support all programs with exceptional communication both pre and post events
 - Work with ED, VISTA, and SC-WG team to develop annual communication calendar/schedule
- External Collaboration:
 - Build professional relationships with donors, media and news outlets, and partners
 - Collaborate with board, membership and other organizations on storytelling efforts
 - Search out grant opportunities that allow for growth and impact of comms work and refer them to the ED

This job description is not designed to cover or contain a comprehensive list of activities, duties, or responsibilities. Employees are expected to be responsible for and assist with additional tasks and duties as needed. Job descriptions may change to meet the business needs of the organization.

Minimum Qualifications:

- Working knowledge of web hosting platforms and design, customer relations management software/email distribution software, and social media platforms
- Keen interest and understanding of Wyoming and Rocky-Mountain-Region issues in agriculture and local food production and distribution
- Ability to travel to gatherings, conferences and trainings as needed (2-5 per year)
- Self-driven, self-starter, highly developed organizational and communication skills
- Strong working knowledge of technological platforms and services
- Desire and capacity to work with minimal supervision with routine virtual communication
- Passion to center conversations around equity and sharing power
- Ability to work within a budget and to forecast future needs and funding opportunities
- Strong desire to create and improve upon efficiency of systems and processes for WFC communication and organization
- Relationship driven and centered in multicultural community development with a wide variety of stakeholders
- Experience managing all of the above-listed communication platforms
- Attention to detail and a eye for visual appeal and accuracy

Desired Qualifications:

- Skill to serve and communicate within a multicultural, rural community network
- Experience with Wix
- Previous experience in successful supervisory management of teams
- Understanding of/experience in Agriculture/Food Systems Work in Wyoming or a similar region
- Connection to the community of Local Foods in Wyoming and the surrounding area

We are committed to keeping diversity, equity and belonging at the forefront of our board, programming and leadership. We embrace and encourage applicants of any age, color, disability, ethnicity, family or marital status, gender identity or expression, language, national origin, physical and mental ability, political affiliation, race, religion, sexual orientation, socio-economic status, veteran status, and other characteristics that make a candidate unique and help us achieve our mission as well as our vision of a multicultural community.

How to Apply:

Applications due: December 31st, 2024 Please send a cover letter, resume, creative examples and references to info@wyfoodcoalition.org. Please add your name and “Communications Director Application” to the subject line.