



## Communications Manager

### **About Shalom Farms**

Shalom Farms is a nonprofit, food justice organization. We believe that everyone deserves equitable access to nourishing food and meaningful opportunities to grow, choose, cook and enjoy that food. On our two Certified Naturally Grown farms we work with thousands of volunteers each year to produce more than 200,000 pounds of fruits and vegetables, which we distribute throughout the Richmond, VA, metro region through a variety of programs and partnerships.

### **About the Position:**

The Communications Manager is a dynamic, strategic, and creative leader responsible for developing and executing a comprehensive communications plan that advances the mission of Shalom Farms. This role oversees all aspects of external communications, brand management, and storytelling to increase awareness, engage stakeholders, and support fundraising efforts. This is a full-time, exempt position that reports directly to the Development Director.

### **Key Areas of Responsibility:**

#### Communications Management (60%)

Coordinate all communications and brand assets.

#### Development (30%)

Manage donor database and acknowledgements; participate in fundraising events.

#### Outreach (5%)

Coordinate and participate in outreach efforts.

#### Other (5%)

Supervisor check-ins, staff meetings, cross-departmental opportunities, and other duties as assigned

### **Detail**

#### Communications 60%

- Contribute to and implement a strategic communications plan to elevate Shalom Farm's profile and messaging.
- Identify target audiences and tailor messaging to engage donors, partners, volunteers, and the community.
- Ensure consistency and alignment with organizational branding and mission across all communications.
- Write and edit compelling content, including press releases, newsletters, website copy, blog posts, social media content, and annual reports.
- Create and oversee a content calendar to support organizational priorities and campaigns.

- Lead storytelling efforts to highlight the impact of Shalom Farms, including sourcing stories from program staff and participants.
- Manage and grow Shalom Farms' social media presence across platforms (Facebook, Instagram, LinkedIn), developing innovative strategies to increase engagement.
- Oversee website content updates, ensuring timely, accurate, and visually appealing design.
- Track and analyze digital performance metrics to inform decision-making.
- Build and maintain relationships with local and national media outlets.
- Act as the primary point of contact for media inquiries and proactively pitch stories to secure media coverage.
- Prepare talking points and coach staff for media appearances.
- Serve as the guardian of Shalom Farms' brand, ensuring adherence to style guidelines.

#### Development (30%)

- Work closely with development and program teams to align communications with fundraising and programmatic goals.
- Support the creation of donor-facing materials, such as appeals, case studies, and event promotions.
- Collaborate with external vendors, such as graphic designers, photographers, and videographers, as needed.
- Input donations into the donor database and manage all edits.
- Create and generate all donor acknowledgements.

#### Outreach (5%)

- Respond to and coordinate all community requests for Shalom Farms presence.
- Attend tabling events and speaking engagements on Shalom's behalf.
- Coordinate with Climbing Vines and/or Engagement team to staff all additional tabling events.

#### Other (5%)

- Regular check-ins with the development team
- Supervisory check-ins, mid-year and annual review with the Development Director
- Contribute to and participate in relevant committee and staff meetings, trainings, etc.
- Work at least 2 out of 3 Shalom Farms events (Summer Open House required)
- Other duties as assigned.

#### **Key Competencies**

- **Strategic Thinking:** Ability to develop big-picture strategies while attending to details.
- **Creativity:** Innovative approach to content creation and engagement.
- **Collaboration:** Team player who values input from diverse perspectives.
- **Adaptability:** Comfortable working in a dynamic and evolving nonprofit environment.

#### **Must Haves**

- Bachelor's degree in communications, marketing, journalism, or a related field.

- 3-5 years of professional experience in communications, preferably in a nonprofit or mission-driven organization.
- Exceptional writing, editing, and storytelling skills, with the ability to craft compelling narratives for diverse audiences.
- Proficiency in managing social media platforms and digital analytics tools.
- Strong project management skills and the ability to juggle multiple priorities in a fast-paced environment.
- A deep commitment to racial equity and to Shalom Farms' values: justice, collaboration, integrity, respect, and sustainability

### **Nice to Haves**

- Experience with graphic design tools (e.g., Canva, Adobe Creative Suite).
- Knowledge of email marketing platforms (e.g., Mailchimp, Constant Contact).
- Familiarity with CRM systems and donor databases (e.g., Salesforce, Raiser's Edge).
- Background in media relations or public relations.

### **Compensation & Benefits**

This is a Category 1 [Full-time (40 hours/week), year-round exempt, salaried position] based in Richmond, VA, with the potential for a hybrid work. The annual salary for this position is \$50,000. The position includes medical, dental, and vision insurance, paid holidays and generous vacation and sick leave, in addition to a paid full week off in August. Plus lots of free farm produce!

Standard weekly schedule will be Monday through Friday with occasional night and weekend work.

### **How to Apply**

To apply for this position, please send (brief) cover letter, resume, and 2-3 references via email (with "Communications Manager" in the subject line) to [hr@shalomfarms.org](mailto:hr@shalomfarms.org).

Applications accepted on a rolling basis until the position is filled, with a priority deadline of Friday, January 10, 2025. For more information visit our website [www.shalomfarms.org](http://www.shalomfarms.org), or find us on Facebook and Instagram (@shalomfarms).