

## Associate Director for Communications

**Mission:** Cultivating environmentally sound, economically viable, community-focused farms and food systems

**Position overview:** Pasa is seeking an experienced and strategic Associate Director for Communications to lead the charge to align the who, what, where, when, why and how for Pasa's internal and external communications. This position will develop and grow the portfolio of communication platforms, channels, and publications that serve to connect members of the Pasa community and extend the impact of our mission to broader audiences. The Associate Director for Communications will be supervised by the Operations Director.

This is a primarily remote position with occasional regional travel (estimated 1-2 days per month), some in-person workdays (likely in south central Pennsylvania), and 2-3 annual in-person staff retreats at 3-4 days each. All employees are required to attend our annual Sustainable Agriculture Conference, which takes place each February in Lancaster, PA. Employees must comply with Pasa's remote employee policies.

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### Responsibilities

- Ensure communications of the organization are mission-aligned
- Ensure communications strategies and implementation are aligned with principles of diversity, equity, and inclusion
- Develop and maintain a consistent branding and messaging strategy for use across the organization's channels
- Work with program, development, and events teams to ensure communications reflect an effective and cohesive organizational message
- Work with program and development staff to create marketing strategies that align with goals and grant specifications
- Support the strategy development, production, and execution of fundraising campaigns, including messaging, content, and materials development, as well as impact reports
- Oversee strategy for content, design, and protocols for the organization's websites
- Oversee strategy of a regular e-newsletter as well as regular event promotion emails
- Oversee the social media strategy for the organization
- Oversee the new materials designed for specific programs and overall marketing
- Develop protocols for sharing information and consistent messaging across Pasa's many program and project partners
- Include conference and event advertising and promotion in comprehensive communications strategy
- Contribute to writing and reviewing grant proposals as well as grant reports

- Work with Strategic Services to research and evaluate new platforms to help streamline, systematize, and coordinate communications projects or better reach our audience(s)
- Grow Pasa's earned media strategy and manage press relations
- Track, analyze, and report on communications key performance indicators
- Use analytics, audience surveys, and other tools to inform ongoing improvements to communications strategy
- Remain current on industry trends and best practices, including accessibility standards
- Supervise and guide the development of Communications team members
- Manage external contractors as needed (graphic design, web development, photographers, etc.)

### **Qualifications**

- Extensive experience in a communications, marketing, public relations, or related area or a bachelor's degree in a related field
- Thorough understanding of current topics and challenges in sustainable agriculture
- Excellent organizational and interpersonal skills
- Experience with website management, social media platforms, email marketing, event marketing, principles of graphic design, copywriting, press relations, and development of a diverse portfolio of communications materials
- Ability to translate complex and nuanced topics into accessible language for diverse audiences
- Commitment to and knowledge of diversity, equity, and inclusion in agriculture and/or food systems
- Experience managing team of up to 6 staff
- Project management, grant writing, and/or departmental budgeting experience

### **Preferred qualifications**

- Experience in agriculture or environmental science field
- Hands-on farming experience
- Working proficiency in Spanish

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**Compensation:** This is a full-time exempt position. Annual salary is based on experience and is negotiable within the range of \$58,000 to \$68,000 or up to \$73,000 for bilingual English & Spanish speakers. Benefits include health, vision, and dental insurance; 401K retirement match; flexible scheduling; twelve paid holidays; and a generous leave policy. A work computer is provided, and work-related travel expenses are reimbursed.

**How to apply:** We are committed to advancing diversity, equity, inclusion, and justice through our hiring practices. This entails reviewing application materials anonymously (without the applicant's name exposed) to help prevent potential unconscious bias. Please remove your

name and email address from your cover letter and resume. Please adhere to the following protocol when submitting your application materials:

- **Step 1:** [Complete this short questionnaire](#). All applicants are required to complete this anonymous questionnaire to (1) help us know whether this job opportunity has been accessed by a diverse pool of candidates and (2) to receive an applicant ID number to continue the application process. Your anonymous survey responses are not connected to your application materials and will not affect hiring decisions.
- **Step 2: Record your applicant ID number.** After completing the above questionnaire, you will receive an applicant ID number. This number is unique to you and your application.
- **Step 3: Name your resume as “[Applicant ID] Resume” (e.g. 123456 Resume).** Please do not include any part of your name in the file name (e.g. don't use “Doe 12345 Resume”).
- **Step 4: Name your cover letter as “[Applicant ID] Cover Letter” (e.g. 12345 Cover Letter).** Please do not include any part of your name in the file name (e.g. don't use “Doe 12345 Cover Letter”).
- **Step 5: Name your portfolio or work samples as “[Applicant ID] Portfolio” (e.g. 12345 Portfolio).** We understand that some work samples may include identifying information. Please do not include any part of your name in the file name (e.g. don't use “Doe 12345 Portfolio”).
- **Step 6: Upload your resume, cover letter, and portfolio.** Upload instructions will appear upon completing the questionnaire above. You will also be emailed an upload link.

**Reminder:** Application materials should *not* contain your name or email address.

Interviews will be conducted remotely via Zoom. The anticipated start date for this position is July 2023.

If you have any questions, please contact [jobs@pasafarming.org](mailto:jobs@pasafarming.org).

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## Employee value statement

**We are passionate about effectively advancing our mission.** We value employees who:

- share our passion and can clearly communicate the value of our work to diverse audiences;
- are committed to advancing diversity, equity, inclusion, and justice;
- anticipate and address roadblocks or other challenges;
- stay current on trends in the field;
- embrace and accommodate change;
- contribute diverse viewpoints and experiences; and
- continuously advance their knowledge and skills through professional development.

**We strive to create a work culture that promotes both independence and collaboration.**

We value employees who:

- are committed to fostering a connected, respectful, and responsive work environment, whether work is being conducted remotely or in person;
- exemplify honesty and integrity;
- possess excellent interpersonal skills;
- exercise good judgment and take initiative when needed;
- celebrate each other's growth and accomplishments; and
- recognize their own strengths and also when to seek more information or guidance.

**We take pride in the quality of our work.** We value employees who:

- consider the big picture while paying close attention to accuracy and detail;
- can clearly and thoughtfully communicate in person and in writing;
- are highly organized; and
- seeks to find better ways to do things.

**We believe balance makes us more effective.** We value employees who:

- prioritize their personal wellbeing;
- take breaks and time off to re-energize and ground themselves; and
- communicate when they need support.

**We are an equal opportunity employer** and encourage people of color; Indigenous people, LGBTQ+ people; veterans; people with disabilities; people who have been formerly incarcerated; and others who are underrepresented within the environmental nonprofit sector to apply.

COVID-19 staff policy: As of October 24, 2022, Pasa staff are not required to be vaccinated as a condition of employment. However all staff must privately disclose their vaccination status to Human Resources upon hire. All staff, regardless of vaccination status, are required to conduct COVID-19 rapid tests before and after attending any indoor event or meeting hosted by Pasa. This policy is subject to change as the COVID-19 pandemic continues to evolve.