

Wolfe's Neck Farm **Digital Communications Manager**

Wolfe's Neck Farm is a nonprofit organization on 600 oceanfront acres dedicated to promoting sustainable agriculture, food systems education, and outdoor recreation. Our campus features a working sustainable farm, educational programs, and award-winning campground - offering a remarkable and inspiring place for visitors to learn and play.

We have an incredible team of employees who are passionate about our mission and have fun working together. Our programs are making a real difference in the world – teaching kids about the importance of food choices, providing training for new farmers, and helping agriculture to make a positive impact on the environment. We've come a long way in the past few years, and are looking for a team member who can help us continue to grow our audience and our impact.

Digital Communications Manager Position Overview

We are looking for a creative, motivated individual with strong skills across all digital platforms to tell our story, strengthen our brand, and build support for our mission and programs. The manager will work with members of all departments to support all internal and external digital communications, including paid campaigns. Over time, the manager will be responsible for creating a strategic communications plan for the organization, executing it with little supervision and providing data to support its efficacy.

Responsibilities

- Social Media - Strategically manage social media platforms for increased engagement and growth, coordinating with other departments to maximize both organic and paid campaigns
- Email - Grow and maintain segmented contact lists, strategize and coordinate all email campaigns
- CRM – Provide data analysis, record maintenance and reporting for department heads
- Fundraising - Coordinate with the Advancement team to develop and execute crowdfunding campaigns
- Technology – Identify new technology and software to benefit the organization, implement and onboard staff
- Security - Contribute to digital security efforts across the organization
- Imagery - Work with Advancement team to continue to build and organize our photo and video library
- Google AdWords - Manage AdWords grant to maximize conversion
- Website - Serve as the webmaster, overseeing content and coordinating with web developer and staff

Desired Qualifications

- At least two years' work experience in communications and digital marketing
- Degree in Communications, Marketing, New Media or related field preferred
- Deep understanding of nonprofits, sustainability and the local food movement
- Hands-on experience with effective online marketing strategies and tools
- Experience with HTML, CSS and core digital tools including Google Analytics, Google AdWords and Wordpress
- CRM experience, especially in a nonprofit environment. Salesforce Administrator Certification a plus
- Strong analytical and project management skills
- Excellent verbal and written communication skills, and eagerness to work as a member of the team
- Adobe Suite, photography skills, print design, video editing, blogging a plus

Compensation

This is a full-time, year-round position eligible for benefits offered including: health insurance, dental insurance, paid vacation and holidays and our retirement savings plan. Compensation is competitive and commensurate with experience.

To Apply

Please email a cover letter and resume to general@wolfesneckfarm.org with Digital Communications Manager as the subject line. In the interest of reducing waste, please do not mail a hard copy of your materials. Interested applicants are encouraged to apply ASAP. No phone calls please. Wolfe's Neck Farm Foundation is an Equal Opportunity Employer and values diversity in the workplace. Position posted 3/22.