



Minnesota Farmers' Market Association

9800 155th Street East

Nerstrand MN 55053

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www.mfma.org

Position: MFMA Communications Director

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Description of Position

The Communications Director (CD) will be responsible for maintaining and creating content on a variety of social media and communication platforms. The CD will also be responsible for maintaining periodic contact with Minnesota farmers' markets and their managers, coordinating social media and other outreach as well as keeping a 'pulse' on the challenges and successes with which each market is dealing. Additionally, the CD will be involved with various special projects throughout the year.

The CD must be a self-starter and able to work independently to reach MFMA's goals. The CD will be expected to travel to farmers' markets to obtain photos, video footage, and information for social media and website platforms. CD will work to foster effective relationships within the MFMA community and with its business partners and create innovate new campaigns. Hours will vary depending on the season, with an estimated 20 hours per week.

Expectations

- Desire to promote and learn about the challenges and opportunities facing local farmers and local food, food access, and farmers' markets.
- Maintain awareness of current and relevant media messaging locally, statewide, regionally, and nationally.
- Design marketing and outreach materials for the organization.
- Continue to maintain and grow MFMA's list of Minnesota, national, and international, contacts and rising stars in the local food world.
- Learn the different regulatory bodies responsible for rules and laws regulating local food.
- Maintain and develop collaborative relationships with other states' farmers' market associations.
- Manage outreach and correspond to media outlets.
- Creatively use social media and MFMA's website to further MFMA's mission and vision.
- Attend meetings, workshops, and conferences that pertain to farmers' markets, food entrepreneurship, food safety, and other market-related fields.
- Work with MFMA staff to create and distribute messages to further MFMA's mission and vision, communicating with MFMA members as needed.
- Work on special projects as assigned.

Required Qualifications

- Basic knowledge of farmers' markets and farmers' market structures.
- Excellent verbal and written communication skills.
- Excellent computer skills.
- Ability to multitask and keep track of simultaneous projects.
- Excellent organizational skills and ability to meet deadlines.
- Experience with major social media platforms, such as Facebook, Instagram, and Twitter.
- Ability to learn and update MFMA's Wild Apricot website platform.

- Must have an insured vehicle for travel and a valid driver's license.
- Ability to occasionally lift/handle packages up to 50 pounds.
- Must have a home office to work from, complete with: phone, computer, printer, internet, Microsoft Word / Excel / PowerPoint.
- High level of integrity, with a strong work ethic, able to work as a team member, and independently on assigned responsibilities.

Desired Qualifications

- Copywriting, website building/maintenance, event planning and press release experience.
- Skill/experience using cameras and preparing photos and videos for distribution.
- Design skills and experience.
- Farming and/or farmers' market experience.
- Experience managing and publishing social media and/or e-newsletter content.
- Own and be proficient in Photoshop, Illustrator, Indesign, Canva, iMovie, or other picture and video editing software.

Work Environment

The CD will report to MFMA's Executive Director and will work with other MFMA staff to present a cohesive and effective MFMA message. The CD will work from her/his/their home office, providing internet service, cell phone use, office equipment, and software. The CD will provide bi-weekly results-based reports to MFMA Staff and Board of Directors.

Compensation

CD will be an employee of MFMA, with a part-time hourly wage of \$17-\$21.50, commensurate with qualifications. Reimbursement for approved mileage and MFMA business expenses.

Application Instructions

Please send cover letter, resume, links to any of previous work, and two professional references to MFMA Executive Director Kathy Zeman at kzeman@mfma.org. Applications will be accepted immediately and will remain open until the position is filled.

MFMA Mission Statement

MFMA provides services, programs and leadership that support and promote farmers' markets across Minnesota.

MFMA Vision Statement

MFMA envisions a community of vibrant, profitable and professionally managed Minnesota farmers' markets that:

- cultivates, nourishes and inspires a verdant local foods community
 - provides accessibility to local farm fresh foods
 - allows local food producers to thrive and grow

MFMA is an Equal Opportunity Employer and we welcome all to apply. We are committed to being a diverse, inclusive, and equitable organization and we do not discriminate against employees or applicants based on race, sexual orientation, religion, gender, gender identity, disability, or any other characteristics.