

Job Title: Marketing Communications Specialist, Full-time
Remote position: Must live in New Mexico
Deadline for application: May 18, midnight

INTRODUCTION

The New Mexico Farmers' Marketing Association is seeking a Marketing Communications Specialist with a passion for storytelling, a love of local food and New Mexico culture, and a heart for helping New Mexico residents, families, and agriculture producers thrive.

ABOUT US

The New Mexico Farmers' Marketing Association is a nonprofit educational organization dedicated to strengthening the local food system by supporting agricultural producers and cultivating strong networks for a healthier New Mexico. We envision a food system where farmers earn a fair price for their products, and where fresh, healthy, culturally appropriate food is available and affordable for everyone. We do this by fostering programs that engage the public in the local food economy, creating nutrition access, providing technical assistance to producers and local food outlets, and supporting state and national advocacy. Our organization is a vibrant non-profit environment where we value our staff and the unique skills and knowledge they contribute.

JOB DESCRIPTION

The Marketing Communications Specialist will be a skilled communicator adept at writing for both consumer and business audiences. You understand how to identify stories and information relevant to our audiences; how to gather content with farmers, staff, partner organizations, and others; how to craft attention-getting headlines; and how to inform and persuade readers with engaging content. You are naturally curious and able to stay current with timely topics and distill those into relevant content. Finally, you have an understanding and appreciation for New Mexico agriculture, and a working knowledge of the local food system.

RESPONSIBILITIES

Primary Responsibilities

- Write and distribute two monthly digital newsletters for consumers and NMFMA members
- Develop and write brochures, flyers, and other marketing materials
- Assist with the development of legislative policy materials
- Assist with the development of presentations, fact sheets, and dashboard reports
- Assist with the NMFMA's annual conference

Secondary Responsibilities (less frequent, and/or as time allows)

- Create recipes for newsletters and blogs (may include photos, cooking, etc., if interested)
- Edit staff blog posts, reports, and outgoing communication
- Craft press releases and support media relations
- Support other events, as time allows
- Draft and send broadcast emails to members
- Interact with external partners for program support

- Grant reporting support
- Other tasks not listed

QUALIFICATIONS

Experience & Education

- At least five years of experience in positions that have involved written communications, journalism, content creation, or marketing
- Bachelor's degree in journalism, communications, or social sciences (*strongly preferred*)
- Experience in food and agriculture systems and/or social impact nonprofit work (*strongly desired*)

Training/Skills - Required

- A portfolio of previous written work
- Strong writing and editing skills, and the ability to tailor content for different audiences
- Proven ability to take initiative, be a self-starter
- Strong interpersonal skills and the ability to work effectively with a wide range of constituencies such as farmers and ranchers, NGOs, farmers' market managers, etc.
- Ability to work independently and as part of a remote, collaborative team
- Ability to work with designers to co-create strong communications pieces
- Computer and technology literacy; ability to adapt to/learn new platforms

OTHER

- Must live in New Mexico and have reliable internet access
- Relevant work experience can be substituted for educational credentials
- Ability to travel in-state on occasion

SALARY RANGE AND BENEFITS: The NMFMA offers a full-range of benefits including generous vacation, health insurance, a Saving Incentive Plan. The salary range for this full-time position is between \$27/hour - \$31/hour, depending on experience.

EQUAL OPPORTUNITY: The NMFMA is an Equal Opportunity Employer and is deeply committed to policies, practices and programs that are fair, equitable, and inclusive. All qualified applicants will receive consideration for employment without regard to race, creed, color, religion, sex, gender, gender identity, sexual orientation, marital status, national origin, disability, age, or veteran status.

HOW TO APPLY: Send a cover letter, resume and samples of work as PDF attachments to: jobs@farmersmarketsnm.org with "Marketing Communications Specialist" in the subject line. If **you do not include a cover letter and samples of work, your application will not be considered.**

DEADLINE for application: Sunday, May 18, midnight