



Communications Director

About National Farm to School Network

National Farm to School Network (NFSN) is an information, advocacy, and networking hub for communities working to bring local food sourcing and food and agriculture education (including school gardens) into schools and early care and education settings. Farm to school activities, when firmly centered in equity, can create opportunities for children and families to make their own food choices, while strengthening the local economy and contributing to vibrant communities. NFSN provides vision, leadership, and support at the state, regional, and national levels to connect and expand the farm to school movement. Our network includes national staff, partners from states, Washington D.C., U.S. Territories, and Native nations, an advisory board, and thousands of farm to school supporters. For more information, please visit www.farmtoschool.org. NFSN is a project of Tides Center, the nation's largest fiscal sponsor. Tides Center is a nonprofit organization based in San Francisco that works with individuals, groups, and funders to implement and accelerate positive social change in the nonprofit sector. For more information, please visit www.tides.org.

Position Description

NFSN seeks a Communications Director to develop and implement the organization's strategic communications efforts in alignment with its mission, vision, and core values. In collaboration with partners, board, funders, and staff, the Communications Director works across the organization to direct and manage NFSN's internal and external communications. Responsibilities include providing vision, leadership, and strategy for communications activities; successfully completing communications projects; collaborating with development, programmatic, and policy staff; and supervising communications staff. The ideal candidate will be deeply committed to centering racial and social equity in all aspects of work, enjoy working collaboratively in a remote work environment, and bring both enthusiasm and experience to promoting NFSN's mission and [Call to Action](#). This is a full time, 40 hour per week position that reports directly to the Senior Director of Finance and Operations.

Essential Duties and Responsibilities

- Provide vision, leadership, and strategy for organizational communications efforts. Set and evaluate goals to ensure objectives and operating requirements align with NFSN's mission and priorities. Advise NFSN leadership on best practices and strategic approaches.
- Center racial and social equity in planning and execution of communications strategies and within the organization and the farm to school movement as a whole. Examine and correct biases, assumptions, and white supremacy culture in NFSN communications.
- Plan and manage communications projects: set objectives, manage tasks and deadlines, and ensure results are generated and reported effectively.
- Maintain and amplify a brand identity driven by NFSN's mission, vision, and core values. Ensure consistency in messaging and in the development of creative materials.
- Lead planning and implementation of strategic outreach campaigns for programmatic and organizational priorities, including National Farm to School Month and promotion of NFSN's [Call to Action](#).
- Cultivate and track audience engagement across various platforms. Develop content strategy, manage implementation of content calendars, and report on analytics.
- Supervise, develop, and manage communications staff; manage communications budget.



- Provide strong, effective leadership that models equity-centered management practices; ensure staff are motivated and empowered to identify innovative approaches and contribute fully to mission advancement.
- Work across teams to address and integrate communications needs:
 - Work with development staff to outline and implement communications strategy for individual donor drives, corporate sponsorships, and other fundraising activities such as contributing content for proposals and developing the Annual Report.
 - Work with program staff to ensure project-specific communications needs are met and are consistent across NFSN.
 - Work with policy staff to give feedback on content development and implement advocacy outreach plans.
- Manage NFSN's website, including updating and developing website content, and overseeing CMS hosting and domains.
- Manage outreach databases, including database of NFSN members, promotional partners, and media contacts.
- Manage media relations: respond to inquiries, cultivate relationships, and review and approve all materials.
- Provide ongoing media training to ensure staff have the skills and confidence to deliver NFSN branded messaging during presentations and interviews.

Other Duties and Responsibilities

- Represent NFSN at conferences, meetings, and public events
- Prepare updates and presentations, and actively participate in staff meetings
- Complete reporting and track activities as needed (staff surveys, time tracking, communications analytics, etc.)
- Travel as needed for conducting the duties of the position and for representing NFSN (travel is currently on hold for COVID-19 but will resume when safe)

Education and/or Experience

- College degree or three years of equivalent work experience required; advanced degree or five years of equivalent work experience preferred
- Minimum of 5-7 years experience in communications/marketing/outreach
- Supervisory experience required
- Experience working to advance racial and social equity required
- Excellent performance history in prior positions

Knowledge, Skills and Abilities

- Content knowledge in racial and social equity principles, and commitment to apply and advance equity in farm to school
- Ability to develop equity-centered narratives and messages, and disseminate these to strategic audiences through targeted distribution channels
- Demonstrated track record in building and managing brands, and creating integrated campaigns to raise awareness and foster increased support
- Ability to direct and manage strategic communications, media relations, and marketing programs to advance the organization's mission and goals



- Deep knowledge of social media, email marketing, website management, and digital asset development (graphic design, photography, video, audio, etc.)
- Proficient in Microsoft Office (Excel), Google Workspace, Adobe Creative Suite (InDesign, Photoshop, Illustrator), website management tools (Webflows, HTML/CSS), Google Analytics, and new media platforms
- Excellent verbal and written communication skills
- Familiarity with farm to school, community food systems, education, nutrition, and/or agriculture
- Collaborative nature, skilled at developing good working relationships with colleagues, partners, and contractors
- Exceptional trouble-shooting and problem-solving skills, ability to resolve issues proactively and creatively
- Ability to train and coach others on media relations and communication topics
- Innovative thinker, with a track record for translating strategic thinking into action plans and output

Organizational Relationships

As a member of the Finance, Operations, Communications, and Development Team, the Communications Director reports to the Senior Director of Finance and Operations and supervises communications staff, currently the Communications Manager and Communications Intern.

Compensation and Benefits

This is a full-time (40 hours per week), exempt position with a salary of \$70,000 and a generous benefits package that includes:

- Paid holiday, vacation, sick, and family leave
- Medical, dental, health, and vision
- 403(b) retirement plan with employer match contribution up to 5%
- Employee Assistance Plan
- 100% remote work with flextime policy
- Reimbursement for internet and phone expenses associated with working remotely
- Professional development assistance

Culture

NFSN is undergoing significant transformation to align internal systems and external programming with NFSN's [Call to Action](#). This includes updates to our mission, vision, and core values, and ongoing assessment and refinement of NFSN practices, policies, and programs to identify and address white supremacy culture. Work is in progress and requires all staff – including new employees – to possess a deep commitment to racial equity and to disrupting inequities, both organizational and systemic.

Physical Demands

This position requires approximately 8 hours per day either sitting at a desk (responding to emails, developing materials, or being on the phone), or attending meetings outside of the office. This position requires some travel to conferences and events within the United States to represent NFSN, and to attend organizational events and meetings (travel is currently on hold for COVID-19 but will resume when safe).

Work Environment



This is a remote position, and applicants may be located anywhere within the United States. This position will be working from a remote office / home office set up. While performing the responsibilities of the job, these characteristics are representative of the environment the employee will encounter: a basic office environment and possible visits to schools or farms, conference centers, or hotels where events are being held.

To Apply

This position is open until filled. Candidates are encouraged to apply early. To apply for this position, please complete this screening form: <https://forms.gle/GV1QH8xeUPqeFP3F8>. Candidates who advance past the screening will be asked to submit a resume and participate in interviews. Final candidates may be asked to complete assessment activities, provide writing samples, and/or provide contact information for three professional references.

National Farm to School Network, a project of Tides Center, is an "at-will" and equal opportunity employer. Applicants and employees shall not be discriminated against because of race, religion, sex, national origin, ethnicity, age, mental or physical disability, sexual orientation, gender (including pregnancy and gender expression) identity, color, marital status, veteran status, medical condition, or any other classification protected by federal, state, or local law or ordinance. Applicants from groups most impacted by systemic inequities, including people of color, are strongly encouraged to apply.

Reasonable accommodation will be made so that qualified disabled applicants may participate in the application process. Please advise in writing of special needs at the time of application.