



Communications Manager

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

National Farm to School Network seeks a Communications Manager to manage and implement a strategic messaging and public awareness building campaign for [Values-Aligned Universal School Meals](#). Through this campaign, NFSN aims to build support for a vision of universal meals that prioritizes and centers the voices and perspectives of those who have been most impacted by inequities in our current food system, as well as build policymaker and grassroots support for values-aligned universal meals policies. The Communications Manager will work closely with the project team and communications firm to develop, manage, and implement outreach content, and to track progress towards campaign goals and metrics. This is a full time (40 hours/week), limited term position for a campaign that ends February 28, 2023, with the possibility of continuation pending additional campaign phases.

Essential Duties and Responsibilities

Under the direction of the Communications Director and in collaboration with project staff, partners, and consultants, the Communications Manager will:

- Manage the day-to-day relationship between NFSN and the communications firm developing the campaign strategy. Serve as the main point of contact for the communications firm, ensure the contract timeline and deliverables are met according to the approved scope of work, and track payments.
- Implement communications activities and objectives, including campaign plans developed in collaboration with the communications firm. Manage administration of timelines, deliverables, budgets, and reporting.
- Track communications analytics and contribute to ongoing evaluation of campaign metrics. Report on campaign impact.
- Center racial and social equity in planning and execution of project deliverables and within the organization and the farm to school movement as a whole. Examine and correct biases, assumptions, and white supremacy culture.
- Provide strategic recommendations to shape communications activities and strengthen the campaign outcomes.
- Cultivate network and public audience engagement in campaign opportunities through content development for the following platforms: newsletters, blog, website, social media (Twitter, Facebook, Instagram, TikTok, etc.).
- Manage the development of tools and resources that can be used by grassroots advocates, such as:
 - Lead development of creative materials, including securing and overseeing contractors;
 - Manage storage of digital files and relevant documents including access of documents via NFSN's website; and



- Manage outreach databases for campaign activities.
- Identify and build relationships for storytelling that can be used for both high-level media engagement and connecting impacted communities to the campaign.
- Provide support to the values-aligned working group. Attend meetings, identify content relevant to campaign plans, and support goals identified through project communications.
- Provide training tools and resources to project staff, partners, and participants for campaign communications and advocacy.
- Ensure a timely response to campaign inquires and track campaign traction, including requests from and mentions by media.
- Coordinate NFSN staff, project participants, and consultants in project deliverables, including coordination across policy and communications activities; respond to project requests from staff, partners, and consultants, as needed.

Other Duties and Responsibilities

- Represent NFSN at conferences, meetings, and public events
- Prepare updates and presentations, and actively participate in staff meetings
- 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)
- Complete reporting and track activities, as needed (staff surveys, time tracking, lobbying tracking, etc.)

Education and/or Experience

- College degree or three years of equivalent work experience
- Minimum of 3-5 years of work experience in communications/marketing/outreach
- 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
- Ability to approach storytelling in a collaborative manner that honors the leadership and autonomy of the stakeholders highlighted
- Knowledge of social media, email marketing, website management, and digital asset development (graphic design, photography, video, audio, etc.)
- Ability to manage strategic communications, media relations, and marketing programs to advance the organization's mission and goals
- 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
- Ability to work independently and prioritize tasks in a fast-paced environment



- Ensures completeness, accuracy, and timeliness in all work

Organizational Relationships

Position reports to the Communications Director and works closely with project staff, partners, and consultants

Compensation and Benefits

This is a full-time (40 hours per week), exempt position with a salary of \$55,000 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

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.

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.

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/urbur4jXtANXL4Jm7>. 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.



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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.*