



FARM & WILDERNESS

Position Description: Communications and Community Events Manager

Year-Round, Full-Time Staff, At-will

Salary Category: Salary, exempt

Supervisor: Development Director

Direct Reports: None

Position Summary:

The Communications and Community Events Manager is responsible for overseeing all aspects of Farm & Wilderness's (F&W) print, digital, and web communications. The position works cross-departmentally to solicit, update, and publish information; as well as to create and maintain consistent messaging and branding information. The Manager will be responsible for setting and tracking the external messaging and marketing plan. In addition, the position will manage and support select community events directed to the larger F&W community. This is a full-time position working 40 hours per week.

Responsibilities:

Website

- Ensures information on F&W's website is accurate and up-to-date with attention to best practices for SEO; enhances the website's visual appeal by managing and updating text, pages, banner images and photos
- Solicits information from and coordinates with all departments to keep website appealing, relevant, and timely
- Acts as primary contact for third-party website host
- Stewards any website redesign or design of mobile/other applications, camp store, and other features connected with the website
- Reviews and reports regularly on metrics from Google Analytics for various departments (admissions/development) and as requested
- Researches ongoing trends in website design, navigation, and technology changes

Photographer and Photo Manager

- As primary contact for F&W photography, the Manager solicits, takes, posts, and organizes photos
- Actively recruits top-notch contractors for summer photography, videography, photo tagging and other special projects.
- Maintains current photo galleries on third-party server, Smugmug, and links to the website
- Selects photos for printed communications and marketing materials
- Trains year-round and summer staff on photography requirements

- Solicits photos from summer staff, volunteers, and program participants; reviews, edits, and uploads the best ones
- Takes photos at camps, receptions, annual celebrations, work weekends, and other projects/events as needed
- Responsible for all F&W cameras, orders equipment, handles repairs and ensures there are sufficient memory cards/thumb drives to serve the summer needs

Publications Editor

- Oversees all aspects of F&W's biannual newsletter, *The Interim*, including setting deadlines, soliciting, writing and editing content, design layout, and all facets of printing and distribution
- Acts as primary contact with third-party printing vendors and mailing services
- Supports the production of the Annual Report as needed, in coordination with the Development Director.
- Manages camp and organization blogs; assigns material for camp directors, executive director, summer staff, year-round resource and farm staff for guest blogs
- Edits any special projects or documents as requested by the Executive director, Development Director and other staff

Social Media

- Manages social media communications across multiple platforms, including the website, the main Facebook page, individual camp FB pages, YouTube, and Instagram
- Creates posts for the main F&W page on Facebook and cross-publishes as appropriate on the five separate camp Facebook pages on a regular basis with new material, ideas, and comments
- Adds new posts daily during the summer months and as news/events develop during the year
- Drives traffic to main F&W website with blog postings, pictures, and other curated material
- Develops and adds new videos to F&W's YouTube channel
- As new social media sites arise, claims space for F&W and populates with materials
- Researches trends in social media with an eye to improving F&W's presence

Visual Materials

- Produces limited graphic design content
- Manages graphic design contractors to produce printed materials and displays for events, marketing, development and admissions, as well as other organizational objectives as needs arise

External Messaging

- Sets and maintains the calendar of external messaging and coordinates across departments to oversee the annual flow and content of F&W communications
- Tracks and reports on email statistics and other impact measures

- Creates and maintains email templates with timely information and a strong visual presentation
- Coordinates with various departments to ensure accuracy, obtains current contact lists and trouble shoots questions from parents/readers

Media

- Pitches stories to local, regional and national media (both legacy and digital native websites) on issues that are important to F&W.

Community Events Coordinator

- Plans and manages multiple annual events for the larger F&W community, including Nationwide Potlucks and Alumni Reunion weekends
- Develops outreach materials and coordinates communications to constituents
- Works with the Development Director to set the event programs, identify and invite special guests; manages and coordinates with local hosts as necessary, creates materials for event presentations, and provides other event support as necessary
- Works with the Development team to carry out welcome events for overnight and day camp parents during the summer

Qualifications & Experience

- 4-year degree or commensurate experience
- Strong writing and editing skills
- Extensive experience using Adobe InDesign, Lightroom and PhotoShop
- Proficient with MS Office Suite and office technology
- Knowledge of website content management
- A keen visual interest in layout and presentation of materials; with a basic understanding of marketing initiatives
- Ability to work independently and multi-task
- Previous experience working in an office/administrative setting, including excellent organizational skills, computer skills and ability to operate standard office equipment
- Professional character that is consistent, capable, self-directed, well organized, flexible, personable, and able to maintain composure in a challenging environment
- Respectful, clear, and patient interpersonal communication skills that allow for collaborative work cross-departmentally
- Aspiration to develop a keen awareness of and respect for the values of F&W and its constituents

Essential Function:

- Ability to enforce safety, follow emergency protocols, and apply appropriate management techniques
- Must be able to assist staff or campers in an emergency (fire, injury, etc.)
- Must be able to negotiate the terrain at camp, including climbing the steep hills and staircases
- Must be able to focus on a single task for at least 20 minutes

- Must be able to communication (both written and verbal) clearly and effectively with staff, campers, and other constituents

Organizational Overview:

Farm & Wilderness Foundation is a non-profit, educational organization operating six summer camps for children and young adults, a family camp, and year-round educational programming. Set on a beautiful 500-acre campus in the Green Mountains of Vermont, F&W programs are rich in adventure, community, history, and spirit and foster an individual relationship with the natural world. While each camp and initiative provides unique programs based on age and interests, all F&W activities are guided by Quaker principles and the belief that individuals and communities are strengthened by the values of service, peacemaking, integrity, community, equity and simplicity. People of any race, background, religion, sexual orientation, or economic status are encouraged to apply to our camps as campers or staff. To learn more about F&W please visit: <https://farmandwilderness.org/>.

Equal Opportunity Policy

Farm & Wilderness is an equal opportunity employer. No employee or applicant for employment shall be unlawfully denied an employment opportunity for which the employee or applicant is qualified because of race, color, sex, sexual orientation, gender identity, religion, national origin, age, marital status, veteran status, disability, or another protected category. F&W is committed to non-discrimination in its employment.

To Apply:

Please email a resume and cover letter to Julie Sanderson at HR@farmandwilderness.org, subject line **“Communications and Community Events Manager.”**