



## **NAFMNP Marketing & Communication Position - MarketLink Project**

Are you a creative and skilled communicator that enjoys connecting with a wide range of people? Are you looking for meaningful work in food access? Want to help local farmers and farmers markets? Interested in learning about how federal nutrition benefits programs work? If so, we encourage you to apply for this position.

Established in 1992, the National Association of Farmers' Market Nutrition Programs (NAFMNP) is a national non-profit organization providing critical linkage among all the stakeholders in USDA's Farmers' Market Nutrition Programs. NAFMNP works on an ongoing basis with 51 state agencies and the District of Columbia, with programs in U.S. Territories, and with Federally recognized Indian Tribal Organizations. NAFMNP's mission is "cultivating opportunities for consumers to buy fresh produce from local growers."

In 2019, NAFMNP entered into a Cooperative Agreement with USDA to provide support services for farmers markets and farmers to increase their participation in the Supplemental Nutrition Assistance Program (SNAP) and to develop new technologies to shift more federal benefits to an electronic format. We are hiring a Marketing and Communications Specialist to assist us in this work.

### ***Duties include:***

- Becoming knowledgeable about federal nutrition benefits programs and the project;
- Collaborating with the team to fully understand product and communication needs;
- Identifying opportunities to connect with farmers and farmers market operators;
- Maintaining active and engaged presence on social media as well as tracking benchmarks and analytics;
- Developing and executing a marketing strategy to reach targeted areas for outreach and communications;
- Developing and implementing communications campaigns that include social media, paid and earned media, and direct mailing. Identifying potential conference, meeting, and advertising opportunities for the team and executing applications for such events and media;
- Developing communications templates that are brand- and mission-aligned.
- Maintaining brand alignment across all forms of communication from print to online;
- Developing design ideas and recommendations to project manager and/or executive director;
- Creating and coordinating decks and presentations;
- Scheduling and developing any filming scripts and production;
- Evaluating success of campaigns when complete;
- Performing other duties as assigned and appropriate.

### ***Skills and qualifications required:***

- Ability to engage with farmers and markets;
- Ability to manage projects with attention to detail;
- Strong face-to-face, written, and interpersonal communication skills;
- Ability to work independently as a self-starter with minimal supervision;
- Skilled at using data spreadsheets (Excel);
- Research skills preferred;

- Experience with a variety of software services such as but not limited to DropBox, Slack, Canva, InDesign, preferred;
- Experience working with diverse populations; and
- Willingness to learn the technicalities of federal nutrition benefits programs.

This is a fully remote contract position, with hours that fluctuate with the farmers market season. To apply, please complete the Marketing & Communications Specialist Application found on this page: <http://marketlink.org/job-opportunities>.

Hourly rate is commensurate with experience and any travel expenses will be reimbursed; this is a 1099 position without benefits and the pay rate ranges from \$25-\$30/hour.