



Job Announcement

Date	December 1, 2023
Position	Marketing and Events Coordinator
Program/Department	Administration
Employment Status:	Full-time, Exempt
Reports To:	Executive Director
Salary Range:	\$45,000 - \$60,000
Starting Salary:	\$45,000

People of color are encouraged to apply. GoFarm is dedicated to racial equity, diversity, and inclusivity.

Employment Benefits: Monthly healthcare reimbursement, 3% employer-match on Simple IRA retirement account after one year of employment, paid parental leave, and generous personal time off.

Application Process: Please email a cover letter and resume to Virginia Ortiz, at virginia@gofarm.org by December 31, 2023.

Founded in 2014, GoFarm envisions a local food system that is equitable, resilient, environmentally sustainable, and inclusive. ***Our mission is to train and support local farmers, connect people with local agriculture, and increase equitable access to nutrient-rich food grown in Colorado.***

Position Summary:

The Marketing and Events Coordinator is responsible for organization and program marketing, events coordination, and certain administrative functions. In addition to fundraising events, this position coordinates community engagement and education activities and events and is responsible for designing and disseminating education and promotional materials.

Primary Responsibilities:

- **Marketing and Community Engagement:**
 - Responsible for overall brand development across all marketing channels.
 - Designs marketing materials including print and digital collateral.

- Maintains website and manages social media platforms.
 - Develops a strategic external communications plan and ensure that all outward facing communications follow brand guidelines.
 - Assists with writing, design, and delivery of annual reports, e-newsletters, and press releases.
 - Coordinates community education and other program related events such as farm tours and workshops.
 - Assists with sales, communications, community engagement, and media presence of program specific activities.
 - Works with program staff to design and disseminate marketing and educational materials.
 - Designs and disseminates annual digital and printed donor campaign materials.
- **Events Coordination:**
 - Maintains database of community contacts, donors, members, partners, etc.
 - Prepares weekly and other donor reports.
 - Plans and coordinates annual fundraising events.
 - Plans and coordinates community education and program related events.
- **Administration and Other:**
 - Develops and manages Marketing and Events Coordination strategic plan goals, objectives, and actions steps.
 - Provides administrative and accounting support as needed, including but not limited to making and coding bank deposits, managing Google business accounts, and maintaining business licenses and renewals.
 - Works one Local Food Share (LFS) distribution per week and is available to cover additional LFS distributions or Community Food Access markets as needed.

Preferred Skills and Qualifications:

- People of color are encouraged to apply. GoFarm is dedicated to racial equity, diversity, and inclusivity.
- Bilingual and bicultural preferred.
- Bachelor’s degree in marketing or related field or 5 years of equivalent experience.
- At least 2 years of experience in small scale farming or other local food system related work.
- Commitment to working through an equity lens for social, economic, and racial justice.

- Proficient with Microsoft, Google Suite, and various marketing platforms and a willingness to learn and adopt new software and digital tools.
- Ability to think creatively to solve urgent, last-minute challenges.
- Comfortable with ambiguity, flexible, willing to learn, and passionate about food equity and sustainable food systems.
- Self-directed, able to take initiative, and demonstrated attention to detail.
- Ability to work collaboratively in a team environment and comfortable working with diverse groups of community stakeholders.
- Ability to manage multiple concurrent projects and prioritize appropriately.
- Strong leadership, diplomacy, interpersonal skills, and ability to show empathy.

Work Environment:

This position requires a mix of office and fieldwork. The GoFarm staff shares office space and promotes a fun and collaborative team culture. Applicants should be self-motivated and able to work independently but can expect support from the Executive Director and the rest of the GoFarm staff. Applicants will need their own reliable transportation, as well as a valid US Driver's License with a clean driving record. Applicants must be able to lift up to 50 pounds, work for several consecutive hours outdoors, exposed to the elements, standing for long periods of time, and occasionally work in adverse weather conditions including rain, snow, high wind, and high heat.