



Marketing & Communications Manager

Mission, Vision, and Values

The Nashville Food Project brings people together to grow, cook and share nourishing food, with the goals of cultivating community and alleviating hunger in our city. At The Nashville Food Project, we embrace a vision of vibrant community food security in which everyone in Nashville has access to the food they want and need through a just and sustainable food system. This mission and vision are guided by core organizational values, including hospitality, stewardship, interdependence, learning, justice, and transformation.

Organizational Background

The Nashville Food Project (TNFP) was born from the idea that good food is a matter of basic dignity. Since its start in 2007, TNFP has served thousands of Nashvillians facing food insecurity. In 2011, TNFP was incorporated as an independent nonprofit, shifting the focus of its meals program toward a collaborative partnership model and launching an urban agriculture program. Today, TNFP continues to connect people to nourishing food and to each other through vibrant urban agriculture projects, made-from-scratch meals, and food shared with local partners working to disrupt cycles of poverty.

Position Summary

The Marketing & Communications Manager (MCM) plays a key role on the TNFP team, and is responsible for managing and implementing strategic communications initiatives that advance organizational priorities. Reporting to the Director of Development (DD), the MCM works closely with TNFP leadership to manage communications (both internal and external), branding, content creation, and stakeholder engagement for the entire organization. This role is essential for raising awareness, advancing fund development, and strengthening engagement with target audiences.

ESSENTIAL JOB FUNCTIONS

Manage and execute a marketing and communications plan for TNFP, including but not limited to:

Strategic Communications and Branding

- Support TNFP leadership in developing and implementing a comprehensive communications plan aligned with the organization's mission, vision, and values
- Craft compelling narratives across communication channels to engage diverse audiences
- Ensure consistency and adherence to TNFP's brand identity and voice in all communications

Fund Development and Content Creation

- Produce high-quality content (e.g., blog posts, social media, videos, etc.) showcasing TNFP's mission, programs, and impact

- Develop and manage email campaigns, including monthly newsletters, ensuring timely content creation and delivery
- Oversee the creation of marketing materials for fundraising, events, and programs
- Work with the DD to create campaigns for donor acquisition, stewardship, and retention
- Execute marketing benefits for corporate and media partners
- Liaise with external vendors (e.g., graphic designers, photographers, videographers, etc.) to produce on-brand materials

Digital Marketing and Analytics

- Manage TNFP's website, social media, and digital platforms
- Analyze engagement metrics to optimize targeting and results
- Implement and optimize digital advertising campaigns using Google Ads, social media, etc.

Public Relations and Media Management

- Act as the primary media contact and represent TNFP at events
- Write and distribute press releases, pitches, and media alerts in a timely manner
- Develop talking points and scripts for events and media interactions
- Facilitate media training and prepare key messaging for staff
- Collaborate with external partners on PR strategy to amplify TNFP's message and impact
- Maintain relationships with local media, tracking coverage and responding to requests
- Work with TNFP leadership to create and execute crisis communications plans as needed

REQUIRED QUALIFICATIONS

- 4+ years of professional marketing and/or communications experience
- Exceptional writing, editing, and verbal communication skills
- Proven ability to create compelling and effective messaging tailored to diverse audiences
- Proven ability to manage multiple projects and meet deadlines
- Proficiency in digital marketing tools, CMS, and analytics platforms
- Experience with graphic design principles and software
- Strategic thinker with a data-driven approach to decision making

PREFERRED QUALIFICATIONS

- Strong interest in, or experience with, anti-poverty initiatives and food justice work.
- Background experience in culinary arts, food service management, and/or agriculture a plus.

CLASSIFICATION

This role is an exempt, salaried position. Weekend and evening hours are required occasionally.

COMPENSATION & BENEFITS

Starting annual salary is \$50,500 - \$57,500, commensurate with experience. TNFP offers a benefits package for full-time employees including:

- 75% employer paid health insurance (voluntary dental and vision coverage)
- 25% employer paid health insurance for dependents (voluntary dental and vision coverage)
- Employer paid term-life and AD&D insurance, and long-term disability insurance
- 401k program with employer match
- Nine paid holidays, plus two floating holidays
- Flexible Paid Time Off
- Parental and bereavement leave

- Cell phone stipend
- Employee assistance program
- Ongoing training and professional development opportunities
- Flexible work environment, including hours and location (i.e., remote and/or hybrid)

To apply, please send a resume and cover letter outlining your interest in our work and mission to info@thenashvillefoodproject.org. Candidates will be considered until the position is filled.

In all aspects of its work, The Nashville Food Project strives for a culture of inclusivity and fairness without discrimination based on race, color, religion, sex, sexual orientation, national origin, age, veteran status, disability, or any other characteristics protected by law.