



## Intervale Center Employment Opportunity Communications Manager

### Summary of Position:

The Intervale Center seeks an experienced, mission-driven Communications Manager to join our team in Burlington, Vermont and help tell the story of the Intervale. For over 35 years, the Intervale Center has led a community food revolution that sustains farms, land, and people. We manage hundreds of acres of land and have pioneered farm and food innovations like farm business incubation, commercial composting, riparian restoration, gleaning, and food hub development. To learn more visit: [intervale.org](http://intervale.org).

The Communications Manager will amplify the impact of our work in enhancing and supporting community food systems through strong branding and compelling storytelling via digital and print communications. They will develop, lead, and sustain comprehensive marketing and communications strategies that enhance the Intervale Center brand and result in greater awareness and revenue generation. Through social media, web, print collateral, and press engagement the Communications Manager will continually improve our communications strategies with analysis and stakeholder feedback. This is a unique opportunity for an experienced storytelling professional to lead and execute the communications of the Intervale Center and our highly impactful programs and enterprises.

### Qualifications:

- 3-5 years of relevant experience.
- Bachelor's degree in communications, related field, or equivalent relevant work experience and professional training.
- Excellent written and verbal communication skills. Demonstrated storytelling skills.
- Proven experience developing successful communications plans and campaigns, preferably in a nonprofit fundraising setting.
- Strong project management skills from conception to execution, ability to effectively engage multiple stakeholders, and excellent decision-making skills.
- Ability to handle multiple projects and deadlines at once and work across teams.
- Metrics-driven marketing and communications experience.
- Proficiency with digital marketing and social media strategy with demonstrated ability to increase outreach and conversions. Strong knowledge of Instagram and Facebook required.
- Proficiency with graphic and web design software. Knowledge of Canva, Mailchimp, and Squarespace, or equivalent software required. Adobe Suite a plus. General comfort with photography and photo editing necessary.

- Knowledge of and passion for food systems, agriculture, agroforestry, and/or climate solutions. The ideal candidate has a strong base of knowledge in these areas and is eager to learn more.
- Captivating, beautiful, original design portfolio a plus.
- Established press and media contacts are a plus.

### **Roles and Responsibilities:**

- In partnership with the Development team, lead the development of the Intervale Center's marketing and communications strategy to advance the vision and mission, increase community awareness, community engagement, and fundraising success.
- Develop, implement, and sustain cross-organizational branding that integrates the full story and impact of Intervale Center programs, place, and enterprises.
- Execute unified campaigns across multiple channels.
- Work with program and development staff to create and deploy beautiful and effective communications. This includes the development, implementation, and monitoring of the overall communications strategy, as well as the development of print and online media, press releases, printed materials, posters, invitations, event collateral, social media, e-newsletters, fundraising materials, and blog.
- Create, maintain, and conduct analytics reporting across web platforms and extract key insights for future campaign development and strategies.
- Leverage internal support and drive collaboration to support communications strategies.
- Collect and manage internal impact and story content and create periodic impact updates for staff, Board, and key stakeholders.
- Inform marketing budget, support the execution of events, and provide additional sales and fundraising support as needed.
- Act as an ambassador and public face of the organization and support and develop staff to do the same.
- Participate in long-term equity and organizational capacity building. Utilize communications to advance organization's strategic plan and integrate equity values.

Intervale Center is an Equal Opportunity Employer that values diversity of experience, background, and perspective to enrich our work. Applications by members of all underrepresented groups are warmly encouraged. To apply, please send a cover letter, resume, and three references to [jobs@intervale.org](mailto:jobs@intervale.org). This position is 40 hours per week and is based in Burlington, Vermont. Compensation range is \$55,000 - \$62,000 and includes health and dental insurance, generous time off package, 401k match, life/disability insurance and limited wellness benefits. This position will remain open until filled.