



Marketing & Social Media Manager

Status: Full-time, 40-hours per week

FLSA: This position is non-exempt and is eligible for overtime pay

Compensation: \$60K-\$66K annually, based upon experience

Benefits: Benefits package includes medical, dental, and vision; 3 weeks PTO, paid holidays, and a 401(k) match after 1 year.

Regular Hours: Remote weekday business hours with semi-regular in-person market visits on weekends and evenings. Occasional in-person office hours required.

Reports To: Director of Communications & Development

Position Description and Responsibilities: The Marketing & Social Media Manager supports NFM's marketing, social media and promotional activities that serve NFM's programs, markets, and local producers. Building an appreciation and understanding of NFM's work and raising the organization's profile in the community, the Marketing & Social Media Manager's primary goal is to inspire new, continued, and increased support of the mission, attract and engage market shoppers, and build the connection between consumers and producers within our markets.

Main duties include (1) creating visual and written content including digital media and newsletters, printed collateral and reports; (2) social media management and strategy implementation across NFM's primary accounts; and (3) supporting the creation of market signage, banners, and best practices for vendors in their own marketing efforts.

General responsibilities of this role include:

Content Creation, Social Media & Marketing Management

- Plans, executes, and evaluates NFM's social media
- Works jointly with the Director of Communications & Development to update NFM's annual marketing plan and social media strategies
- Creates and maintain partnerships and relationships that support social media and marketing execution
- Creates original content using photography, videography, graphic design and writing skills
- Manages the editorial/content calendar
- Maintains organized assets in Lightroom, OneDrive, and SharePoint
- Conducts ongoing needs assessments for in-market signage and branding
- Designs onsite signage, marketing collateral, and other tools to improve the shopper experience
- Produces long-form content for NFM's blog, weekly Ripe + Ready newsletter, and website
- Updates the website as needed
- Creates communications materials for diverse audiences and communities
- Update online calendars, portals, and profiles with NFM information (e.g. Facebook groups, community calendars, Google profiles, Eat Local First listings, etc.)
- Audits MarketSpread profiles to ensure vendors upload logos, websites, and corresponding information
- Manages the NFM merchandise program including responsibility for meeting budget goals, merchandising, and collaborations
- Conducts regular farm and market visits to collect assets, stories, and information in support of overall goals
- Engages with NFM's online community including responding or redirecting customer comments, questions and concerns

- Conducts or ensures community outreach efforts are accomplished (e.g. distributing collateral, market posters, and digital information to people and orgs that expand awareness of the markets)
- Other duties as assigned

Organizational Development and Support

- Stays up to date with social media trends and best practices through training and professional development
- Researches and connects with new media targets, and executes earned/paid opportunities as assigned
- Maintains the communications guide for NFM and educates staff, board and volunteers on its usage
- Participates in strategic planning, annual work planning, and other goal setting activities
- Participates in planning and execution activities related to NFM's goals around racial equity, access and inclusion
- Upholds a commitment the best possible outcomes for our stakeholders while reducing expenses and maximizing income

Preferred Qualifications

- Degree or certification(s) in communications, marketing, journalism, graphic design or related field OR an equivalent combination of skills, training, and hands-on experience.
- 2-5 years of experience (college, internship, professional) creating multi-platform content that is strong, engaging, and informative.
- Motivated to advance the cause of sustainable agriculture and the success of small family farms.
- Demonstrated excellence in writing, proofreading, and editing.
- Proven ability to identify stories that will connect with the audience.
- Excellent research, organizational, and time management skills.
- Fluency in language(s) other than English.
- Experience with Adobe Creative Suite, DSLR cameras, and/or editing software.
- Experience or familiarity MailChimp and Sprout Social.
- Knowledge of (or desire to learn) Washington State seasonal crops and basic menu planning/cooking skills.
- Strong listening and communication skills.
- The capacity to work independently and collaboratively.
- Ability to work efficiently without compromising quality or accuracy.

To Apply

Send a cover letter and resume to hr@seattlefarmersmarkets.org. Additional creative materials such as examples of past creative work, social media, or websites are welcome but not required. Applications received by Friday May 17 will be prioritized.

The Neighborhood Farmers Markets is an Equal Opportunity Employer. NFM encourages individuals who are BIPOC and/or LGBTQIA to join our team! We welcome applications from qualified individuals without regard to race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, disability, pregnancy, genetic information, marital status, amnesty, or status as a covered veteran in accordance with applicable federal, state, and local laws.