



BERKSHIRE AGRICULTURAL VENTURES
External Relations Coordinator

[Berkshire Agricultural Ventures](#) (BAV) is a non-profit organization that provides strategic support to farms and food businesses in order to build a thriving and equitable local food economy in the Berkshire-Taconic region of Massachusetts, New York, and Connecticut.

BAV seeks a creative, dependable and well-organized person to be our External Relations Coordinator. This position will support the growth and efficiency of our organization, by framing and promoting the impact of our work; driving connectivity among BAV, our stakeholders and community at large; and supporting our donor activity and relationships. This role is an opportunity to join a dynamic and evolving organization, and to work with a team of people who are passionate and dedicated to the work of helping local farmers and food entrepreneurs thrive.

Our Values:

Equity is a core value at Berkshire Agricultural Ventures. We know that food justice is racial justice, and local food is still not accessible to all. Our hope is to increase food access and land stewardship for more communities in our service area through our work. We acknowledge that much of what we have to do is listen, learn, and engage in community dialogue to inform and guide our work as an organization. As a staff, we are committed to learning more about food justice, and we invite you to do the same as a BAV staff member. (Read more about our full [DEIB statement](#)).

Position Responsibilities:

Communications and Marketing Coordination: 30%

- Maintains annual communications calendar; coordinates the planning, and release of newsletters, press releases and other communications.
- Manages external BAV brand engagement and media exposure, including advertising strategies, social media and website; and ensures uniformity across communications and branding materials, such as posters, brochures, and donor materials.
- Maintains and updates Constant Contact and media lists.
- Responsible for the graphic design of hardcopy and digital materials (including advertising); ensuring all materials are up to date and in stock.

Development Support: 30%

- Manage donor database including accuracy and information tracking of records,

generation of lists, data extraction, donor analysis, and reconcile gifts with the Finance Department.

- Support fundraising appeals including generating mailing lists for both direct mail and e-appeals, preparing printed materials, fundraising collateral, executed distribution.
- Generate acknowledgement letters, and pledge reminders and maintain electronic and hardcopy donor files.
- Research prospects and prepare individual donor profiles, and manage prospect tracking spreadsheets.

Admin/Office Management: 20%

- Serves as the first point-of-contact for new inquiries, and connects clients with the appropriate staff person.
- Provides administrative support for communications with community partner organizations, and other external contacts.
- Works on Board relations including preparing Board meeting materials, coordinating meetings and taking meeting minutes.
- Maintains BAV's small office, including: processing mail, making weekly bank deposits, ordering office supplies.
- Supports the BAV team by organizing and maintaining organizational information (including program and services impact data), to effectively communicate the success of BAV's efforts.

Event Management: 20%

- Work with program staff on coordinating event logistics, including securing venues, caterers/suppliers, rentals and event staff.
- Design event invitations, e-blasts and other materials to promote events.
- Manage event registration platform; oversee event reservations and communications with attendees, and serve as point person on the day of event.
- Assist in budget development for each event; tracking expenses and income.
- Coordinate post-event surveys, when applicable.

Location/travel: This position requires office hours at our Great Barrington, MA home-base location, minimum three times a week, on a flexible basis.

Required Qualifications:

- Demonstration of exceptional writing, editing and proofreading skills, along with strong verbal communication skills.
- Strong work ethic, naturally organized, excellent attention to detail and accuracy.
- Strong technical skills; experience in working in a non-profit donor database.
- Basic graphic design, photography and photo editing skills are required.
- Experience with event planning is a plus.

- Exercise professional time-management skills to meet deadlines, and **manage multiple assignments** in a busy non-profit setting.
- Experience working with a team remotely using collaborative workplace technology tools, e.g. Google suite (Docs, Sheets, Drive, Chat, Meet); Adobe Acrobat; Zoom; workflow management (Asana) and database management (DonorPerfect).
- Knowledgeable about working in Squarespace, Constant Contact, Facebook Meta Business Suite, Canva or similar design and communications platforms.
- Willingness to learn and grow with the organization.
- Agricultural experience or passionate interest in local agriculture, food systems, or economic development.

Salary & Benefits: \$45-\$50k commensurate with experience and qualifications for full-time position. BAV provides health insurance benefits, a generous time off policy (including three weeks vacation plus office closure during the December holiday week, personal days, vacation days, floating holidays, and paid sick days), opportunities for professional development, and for an adaptable schedule.

To apply please submit a resume, cover letter, unedited writing sample and a photo or design-related sample to jobs@berkshireagventures.org.

Review of applications will begin April 22, and remain open until the position is filled.

Berkshire Agricultural Ventures is an [equal opportunity employer](#) and values diversity.

For questions or further details, please contact jobs@berkshireagventures.org.