

Job Opening - Communication Coordinator

(Accepting applications until Feb 12, 2020)

UConn Extension's Sustainable Food Systems program is actively seeking to fill a newly created position of Communication Coordinator. This is an exciting opportunity for the right person who is versatile, responsive, and demonstrates an interest in local food and farms in Connecticut.

Summary of Primary Responsibilities - The Communication Coordinator's primary responsibility – 650 hours – will be coordinating the marketing and communication activities associated with a new 3-year USDA-funded project in Northeastern CT focused on increasing sales and consumers for locally grown food. The scope of work will be guided by a marketing plan to be developed by partners at Co-Communications, a professional marketing firm engaged on this project.

An additional 250 hours of time will be dedicated to supporting the communication needs of public outreach & education programs led by the Associate Extension Educator of Sustainable Food Systems. The programs included are: [Put Local On Your Tray Program](#), [Solid Ground Farmer Training Program](#), [CT Farm to School Collaborative](#), and [Taste of Mansfield](#). Each of these programs have communication platforms in place and have varying levels of staffing and external partners. All of these programs need communication expertise and guidance for tasks such as event flyer creation, website content management, social media management, and electronic newsletter management.

Supervisor - Jiff Martin, UConn Associate Extension Educator in Sustainable Food Systems.

Work week – 18-20 hours per week can be divided over 3 or 4 days per week. A balance of collaborative work (in Vernon office) and focused work (at home) is expected. Flexible scheduling during normal business hours is possible. The office is located at: UConn Extension, Tolland County Extension Center, 24 Hyde Avenue, Vernon, CT 06066

Compensation - \$27/hour. Timesheets are submitted every two weeks. This is a temporary, project-based position without benefits.

Duration - Position starts in Feb 2020, with funding in place through December 2020. Continued employment dependent on job performance. This is a grant-funded position.

Coordinator Duties:

- Develop communication platform for regional stakeholders about the new USDA-funded project, *Growing Direct Sales for NE CT Farms*
- In collaboration with Jiff Martin and the Co-Communications consultant, with input from a 9-member Farmer Advisory Team, project partners and collaborators:
 - Develop marketing tactics and strategies, prioritize spending, determine key performance indicators and benchmarks for impact
 - Create a visual brand identity for marketing in the region

- Execute recommended marketing tactics, including Every Door Direct Mail activities, social media promotion, pitching stories to local media, printing and distributing lawn signs and posters for direct market producers.
- Based on marketing campaign performance from the year before, develop recommendations for strengthening in year 2 and 3.
- Develop event flyer, presentation, and other communication materials as needed for large stakeholder gathering in December 2020 for *Growing Direct Sales for NE CT Farms*
- Develop PowerPoint presentation for Local Food Ambassadors to use for community outreach about why, how and where to buy local
- Additional communication tasks as needed by Project Team for *Growing Direct Sales for NE CT Farms*
- Support the communication needs of existing Extension programs as mentioned above. This duty is likely to include:
 - Develop and assist with graphic content for program materials
 - Ensure program materials and online platforms are consistent and clear

Ideal Qualifications:

- Excellent time management and organization skills, including the ability to prioritize tasks while managing multiple activities and stay ahead of deadlines
- Strong graphic design skills with digital media (e.g. Canva, Adobe Illustrator)
- Experience with Wordpress platform
- Experience using e-marketing platforms (e.g. Mailchimp), and social media platforms for effective communication with a network of project stakeholders
- Skilled in producing event flyers, mailers, and outreach materials in a variety of styles
- Proven administrative skills, including word processing, building online forms, maintaining contact info, scheduling meetings, and managing Google Drive folders/docs
- Strong verbal and written communication skills with team members, stakeholders, and the public
- Experience in website creation and content management
- Interested in the interconnected issues of food, health, nutrition, equity, and justice
- Experience working with a project team, collaborative, or coalition that includes representatives of state agencies, non-profits, and the private sector
- Enjoys talking and working with people from diverse professions and backgrounds
- Ability to work effectively alone and part of a team
- 3-5 years of communication job experience preferred
- College degree preferred

To Apply - Send a resume and cover letter by February 12th to jiff.martin@uconn.edu

The University of Connecticut is an Affirmative Action/Equal Employment Opportunity employer. People of color, women, LGBTQ+, people with disabilities, and members of traditionally underrepresented populations are strongly encouraged to apply.