

## Communications Associate: Philadelphia, PA

The Food Trust is a nationally recognized nonprofit dedicated to ensuring that everyone has access to affordable, nutritious food and information to make healthy decisions. Headquartered in Philadelphia, The Food Trust works with neighborhoods, schools, grocers, farmers, and policymakers across the country to develop a comprehensive approach to improved food access that combines nutrition education and greater availability of affordable, healthy food. More information about The Food Trust is available at [www.TheFoodTrust.org](http://www.TheFoodTrust.org).

### POSITION SUMMARY

The Food Trust is seeking an enthusiastic, creative, organized and committed individual to support the agency's comprehensive communications department, which is responsible for digital marketing, media relations, social media, publications management and internal communication. The Communications Associate will maintain websites; write and edit newsletters, publications and marketing materials; liaise with design, print and web vendors; support the agency's contact with the media; write social media content; and provide general communication support.

### ESSENTIAL FUNCTIONS

- Overseeing thefoodtrust.org and other websites owned/operated by The Food Trust, including: updating webpages for accuracy, clarity and positive user experience; building digital toolkits and other online publications; liaising with web developer as major updates and new site builds arise; liaising with CRM/CMS developer as technical needs arise; and tracking and analyzing metrics
- Coordinating design projects for The Food Trust's programming and support departments, including liaising with external designers/printers and/or creating in-house designs using web-based software (e.g. Canva)
- Writing and disseminating a variety of digital newsletters for The Food Trust's myriad audiences
- Writing and disseminating press releases; and maintaining press contact database and internal/external press reports
- Assisting Social Media Coordinator with social media implementation on Twitter, Facebook, Instagram and LinkedIn, as needed
- Assisting Development team with fundraising campaigns, corporate sponsor relations and event promotion, as needed

### KNOWLEDGE, SKILLS AND ABILITIES

- Entry level (1-2 years of related experience in digital marketing, communications, social media and/or public relations preferred)
- Required skills: writing, editing, organizing, web management and project management
- Preferred expertise: CRM/CMS software (NationBuilder preferred), web/HTML, Adobe Creative Suite, video editing, Canva, social media/web data analysis



- Bachelor's degree in a related field of study (marketing, communications, public relations, English, etc.), or equivalent combination of education and experience
- The ideal candidate will also have the following characteristics: a style that promotes collaboration and communication; attention to detail; a high energy level; a sense of humor; an open mind; and a commitment to The Food Trust's mission

### **PHYSICAL DEMANDS**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Spend a majority of time sitting at a desk working at a computer workstation keyboarding and performing routine clerical duties.
- Occasionally lift and/or move up to 10 pounds.
- Operate related office equipment and use necessary office tools.
- Primarily work seated at a computer workstation with frequent use of a keyboard.
- Specific vision abilities include frequent reading and close vision; distance vision; color vision; peripheral vision; depth perception; and the ability to adjust focus.

### **WORK ENVIRONMENT**

The work environment characteristics described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Position is based in The Food Trust's headquarters in Philadelphia, and you must be able to be in this office during standard work hours (Monday-Friday, 9 a.m.-5 p.m.). May require working occasional nights and weekends for special events.
- The noise level in the work environment is usually moderate.
- Position may require occasional trips to attend conferences seminars and meetings.

**SALARY/PAY RATE:** The Food Trust offers competitive pay, a comprehensive benefit program, and a supportive, mission-driven work environment where you can grow and learn both professionally and personally and be part of a great team.

**EMPLOYMENT CATEGORY:** FULL-TIME

**JOB OPEN DATE:** IMMEDIATELY

**To apply:** Email your *résumé*, *cover letter*, and a *100-word writing sample on the topic of healthy food access (e.g. Facebook post, appeal message, press release, op-ed, report introduction, etc.)* to [jobs@thefoodtrust.org](mailto:jobs@thefoodtrust.org). Please reference "Communications Associate" in the subject line. Please do not call.

*The Food Trust adheres to the policy of providing equal employment opportunities to all job applicants and employees regardless of race, color, religion, sex, age, national origin, veteran status, disability or sexual orientation.*