

Job Title: Member Communications Associate

Position: Full Time, \$21/ Hourly, 100% FTE

Funding: Membership program, public and private funding

Summary Description: The Member Communications Associate works with the Executive Director, Certification Director, Marketing and Events Director, and other staff to support the organization's communication initiatives including certification, education, advocacy, outreach, and engagement. Serves as a lead in developing and implementing the membership program and corresponding database for NOFA-NY.

Reports to: Marketing and Events Director

Supervises: N/A

Principal Responsibilities:

1. Membership/Fundraising:

- Update and maintain organization-wide contact lists in Salesforce and Constant Contact.
- Develop a comprehensive membership program and recruitment plan that includes proposed budget recommendations, monitoring, reporting, key benchmarks, and dates.
- Manage outreach, solicitation, stewardship, and recognition of members via direct mail and online giving.
- Provide written membership information for communications and membership materials (brochures, promotional materials, appeals, online content, acknowledgements).
- Identify creative ways to engage membership community; assist with development of fundraising within events.
- Continuously update and review the membership benefits package.
- Record relevant correspondence with members, donors, and prospects into Salesforce; train staff to do so.
- Assist with development and tracking of any fundraising initiatives in Salesforce.
- Solicit bids and work with contractors for ongoing maintenance, upgrades, or integration of Salesforce.
- Lead data management, including entry, mailing lists, reconciliation process, and collaboration with certification program.
- Formalize protocols and documentation for the data entry and train staff as needed.
- Answer membership inquiries via phone, email, and mail.

Performance Indicators: Builds member and donation program annually, maintains accurate data.

Priority: A; Discretion: I or III

Percentage of time: 40%*

Approximate hours per week: 16 hrs./wk.

2. Communications:

- Create mailing lists for publications, marketing materials, press releases, etc. using Salesforce.
- Manage Constant Contact email marketing system to send program specific emails and our monthly e-newsletter (eNews).

- Work collaboratively to provide and post content for social media platforms.
- Lead weekly meetings to clarify communications schedule.
- Review Google, Constant Contact, and Social Media analytics monthly to track trends and inform communications strategy.
 - a. Provide relevant reporting on communications to grantors and board members including publication listings, mailings, email, eNews and social media reach, event participation, etc. as needed.
- Collaborate with staff to procure and organize content for member bulletins, annual report, and other communications as necessary.
- Provide content and mailing list to “The Natural Farmer” quarterly.
- Develop and maintain communications manual for all internal processes across platforms including website, social media, and Constant Contact

Performance Indicators: Meet internal deadlines; completes accurate and quality reporting.

Priority: A; Discretion: I or III

Percentage of time: 40%*

Approximate hours per week: 16 hrs./wk.

3. Represent NOFA-NY:

- Attend and facilitate on-farm field days and events on behalf of NOFA-NY.
- Attend and facilitate virtual workshops and trainings held by NOFA-NY.
- Represent NOFA-NY at conferences, tradeshow, and community events held by outside organizations.
- Participate in working groups and coalitions to further the reach of NOFA-NY to build out collaborations and distributing resources to our membership.
- Maintain list of potential members and collaborative opportunities gained at interactions.
- Connect appropriate staff members to new contacts as needed.

Performance Indicators: Meet internal deadlines and maintains good communication with staff.

Priority: B; Discretion: I or III

Percentage of time: 5%*

Approximate hours per week: 2 hrs./wk.

4. Website Maintenance:

- Work with key education and certification staff and to procure, organize, and post content for website.
- Update website with news items and events consistent with our organization’s mission.
- Post member classified ads and maintain events calendar on website.
- Upload videos to YouTube as needed.
- Work with website developer to ensure continuous improvement of website, including website maintenance and updates.

Performance Indicators: Meet internal deadlines, maintains voice for organization and keeps our community connected.

Priority: B; Discretion: I or III

Percentage of time: 5%*

Approximate hours per week: 2 hrs./wk.

5. Other Duties as Assigned

Is responsible for providing support for organizational programs as needed.

- Participates in weekly staff calls, monthly staff in-service meetings, and NOFA Teams.
- Attending and working at special events, etc.

Performance Indicators: Approaches requests outside specific job description with a positive and helpful attitude.

Priority: C; **Discretion:** IV

Percentage of time: 10%

Approximate hours per week: 4 hrs./wk.

Proficiencies:

- Salesforce or database maintenance experience.
- Solid skills in Microsoft office suite.
- Solid skills in social media and corresponding tools.
- Strong communications and writing skills.
- Project management skills that include the ability to organize work across teams.
- Mission driven leader with strong interpersonal skills.
- Bachelor's degree required in communications, farming, or related field required.

Work environment:

- Work from Syracuse office with flexibility to work from home as approved by supervisor.
- Consistent and reliable attendance required.
- Remain composed under tight deadlines and shifting work priorities.
- Significant time on computer and telephone.
- Work can be outside of normal office hours, including evenings and weekend events.
- Work may include exposure to farms and the elements (animal dander, dust, pollen, mud, inclement weather, and uneven ground).
- May require standing for periods of time outside while staffing events.
- Valid Driver's License and reliable transportation required.

Priority:

A—Results are essential and must be accomplished.

B—Results are important and should be accomplished, but not at the expense of A priorities.

C—Results are desirable, but should not be accomplished at the expense of A and/or B priorities.

* Percentage of time: Percentages are meant to be a guideline only.

Discretion:

I—Employee investigates situations, makes decisions, takes appropriate actions, reports by exception and through normal review processes.

II—Employee investigates situations, makes decisions, takes appropriate actions, reports to supervisor immediately after action is taken.

III—Employee investigates situations, recommends actions to supervisor, makes decisions with supervisor, takes

appropriate action, reports to supervisor immediately after action is taken.

IV—Employee discusses situations with supervisor before investigating, makes decisions with supervisor, takes appropriate actions, reports to supervisor immediately after action is taken.