

Marketing Specialist

Mission: Cultivating environmentally sound, economically viable, community-focused farms and food systems

Position overview: The Marketing Specialist oversees event, program, and development marketing activities to optimize Pasa's reach and engagement among target audiences. This includes developing and executing registration, fundraising, audience growth, and awareness campaigns, and managing paid advertising (traditional, online, and social). The Marketing Specialist also supports developing and executing value-aligned business and brand partnerships that help advance Pasa's mission. The Marketing Specialist is supervised by the Associate Director of Communications.

This is a primarily remote position with some in-person workdays and 2-3 annual in-person staff retreats. All employees are required to attend our annual Sustainable Agriculture Conference, which takes place each February in Lancaster, PA. Employees must comply with Pasa's remote employee policies.

Responsibilities

- Develop and execute omni-channel strategies for a variety of goal-driven campaigns, including campaigns advancing program recruitment, policy advocacy, audience growth, fundraising, audience re-engagement, and more
- Develop and execute omni-channel strategies for marketing Pasa's annual conference and year-round educational and community events
- Support execution of business partnerships (sponsorships, advertising, exhibiting, etc.)
- Administer paid advertising platforms (e.g. Feathr, Google Ads)
- Build audience journeys considering marketing funnels
- Draft promotional copy and press releases
- Stay current on industry marketing trends and insights
- Integrate principles of diversity, equity, and inclusion into communications work
- Track and analyze marketing key performance metrics
- Manage marketing budget

Qualifications

- Relevant marketing and/or communications experience
- Excellent audience-focused copywriting and editing skills

- Excellent project management skills
- Strong understanding of traditional and digital marketing strategies and concepts
- Comfortable with (or willing to learn) marketing technology platforms such as Feathr, Mailchimp, Sprout, CoSchedule, etc.

Preferred qualifications

- Strong knowledge of sustainable agriculture, environmental issues, and/or food systems
- Experience developing and executing business/brand partnerships
- Experience managing online advertising platforms
- Video editing/production experience

Compensation: This is a full-time exempt position. Annual salary is based on experience and is negotiable within the range of \$42,000 to \$50,000. Benefits include health, vision, and dental insurance; 401K retirement match; flexible scheduling; twelve paid holidays; and a generous leave policy. A work computer is provided, and work-related travel expenses are reimbursed.

How to apply: We are committed to advancing diversity, equity, inclusion, and justice through our hiring practices. This entails reviewing application materials anonymously (without the applicant's name exposed) to help prevent potential unconscious bias. Please remove your name and email address from your cover letter and resume. Please adhere to the following protocol when submitting your application materials:

- **Step 1:** [Complete this short questionnaire](#). All applicants are required to complete this anonymous questionnaire to (1) help us know whether this job opportunity has been accessed by a diverse pool of candidates and (2) to receive an applicant ID number to continue the application process. Your anonymous survey responses are not connected to your application materials and will not affect hiring decisions.
- **Step 2: Record your applicant ID number.** After completing the above questionnaire, you will receive an applicant ID number. This number is unique to you and your application.
- **Step 3: Name your resume as “[Applicant ID] Resume” (e.g. 123456 Resume).** Please do not include any part of your name in the file name (e.g. don't use “Doe 12345 Resume”).
- **Step 4: Name your cover letter as “[Applicant ID] Cover Letter” (e.g. 12345 Cover Letter).** Please do not include any part of your name in the file name (e.g. don't use “Doe 12345 Cover Letter”).

- **Step 5: Upload your resume and cover letter.** Upload instructions will appear upon completing the questionnaire above. You will also be emailed an upload link.

Reminder: Application materials should *not* contain your name or email address.

Initial interviews will be conducted remotely via Zoom beginning immediately. Job postings will remain open until the position is filled. Anticipated start date for this position is early January. If you have any questions, please contact jobs@pasafarming.org.

Employee value statement

We are passionate about effectively advancing our mission. We value employees who:

- share our passion and can clearly communicate the value of our work to others;
- consider how we can do things smarter and more efficiently;
- anticipate and address roadblocks or other challenges;
- stay current on trends in the field;
- embrace and accommodate change; and
- continuously advance their knowledge and skills through professional development.

We strive to create a work culture that promotes both independence and collaboration.

We value employees who:

- are committed to fostering a connected, respectful, and responsive work environment, whether work is being conducted remotely or in person;
- exemplify honesty and integrity;
- possess excellent interpersonal skills;
- exercise good judgment and take initiative when needed; and
- can recognize when to ask others for advice, feedback, or support.

We take pride in the quality of our work. We value employees who:

- consider the big picture while paying close attention to accuracy and detail;
- can clearly and thoughtfully communicate in person and in writing;
- are highly organized; and
- thrive in a fast-paced, professional work environment.

We are an equal opportunity employer and encourage people of color; Indigenous people, LGBTQ+ people; veterans; people with disabilities; people who have been formerly incarcerated; and others who are underrepresented within the environmental nonprofit sector to apply.

COVID-19 staff policy: As of October 24, 2022, Pasa staff are not required to be vaccinated as a condition of employment. However all staff must privately disclose their vaccination status to Human Resources upon hire. All staff, regardless of vaccination status, are required to conduct COVID-19 rapid tests before and after attending any indoor event or meeting hosted by Pasa. This policy is subject to change as the COVID-19 pandemic continues to evolve.