

Communications Associate

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

Position overview: The Communications Associate supports the internal operations of a six-member communications team that serves the programmatic and fundraising needs of 40+ staff members; program and business partners; and a diverse community of farmers, food system professionals, and changemakers.

By facilitating organized, efficient, and inclusive communications workflows, the Communications Associate plays an important role in continuously improving and sustaining internal operations that help the Pasa team at large effectively serve its community and advance its mission.

As an entry-level position, this role will offer an introduction to the various facets of nonprofit communications. As the Communications Associate settles into their role, there will be opportunities to pursue their individual interests and advance their skills related to communications and marketing work.

This is a primarily remote position in the Mid-Atlantic area 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

- Respond to and direct communications and marketing inquiries from staff, partners, and the public
- Train staff on and support staff in adhering to communications workflows for developing publications and resources; building marketing, fundraising, and program recruitment campaigns; creating blog posts; drafting articles and columns, etc.
- Map out and continuously improve communications workflows in collaboration with the full communications team; regularly use and improve workflow maps based on communications team and cross-department feedback
- Proofread a diverse array of content and materials, including but not limited to marketing emails, website content, publications, marketing materials, blog posts, articles, and press releases

- Support communications-related human resources needs, including but not limited to supporting new staff onboarding and updating staff website content
- Help maintain Pasa's website, such as by updating outdated information, adding new content, correcting inaccuracies, etc.
- Help coordinate staff printing and tabling needs
- Support the administration and maintenance of Pasa's community platform
- Support media relations, including but not limited to responding to reporter inquiries (connecting reporters to the appropriate staff), tracking media mentions, updating Pasa's newsroom, issuing corrections, and maintaining press list
- Help maintain accuracy of audience lists (e.g. email list, mailing list) and run audience reports (e.g. to create lists for mailers)
- Maintain staff media library (photos, videos, audio files, print files)
- Support processing communications-related invoices

Qualifications

- At least one year of relevant communications *or* project management experience, whether through internship, volunteering, or professional experience
- Strong written communication skills
- Excellent proofreading skills
- Excellent task management skills, including ability to prioritize tasks with competing deadlines
- Comfortable with learning new technology platforms
- Commitment to Pasa's mission and diversity, equity, inclusion, and justice (DEIJ) principles

Preferred qualifications

- Familiarity with sustainable farming, food systems, and food justice
- Spanish-language proficiency

Compensation: This is a full-time position that may be exempt or non-exempt depending on final salary. Annual salary is based on experience and is negotiable within the range of \$38,000 to \$42,000, or up to \$46,000 with Spanish fluency. Benefits include health, vision, and dental insurance; 401K retirement match with up to 3% employer match; flexible scheduling; twelve paid holidays; and generous leave policy, along with a work computer provided.

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. The anticipated start date for this position is June 2023.

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;
- are committed to advancing diversity, equity, inclusion, and justice;;
- anticipate and address roadblocks or other challenges;
- stay current on trends in the field;
- embrace and accommodate change;
- contribute diverse viewpoints and experiences; 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
- seeks to find better ways to do things..

We believe a healthy work-life balance makes us more effective. We value employees who:

- prioritize their personal wellbeing;
- take breaks and time off to re-energize and ground themselves; and
- communicate when they need support.

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.