



### **Job Description: Digital Marketing Coordinator**

Land For Good - a regional leader and innovator on issues of farmland access, land tenure and farm transfer - seeks someone passionate about farming, food systems and engaging communication to work with our committed, 13-person team and a New England-wide network of farmers and professionals. For 15 years, Land For Good has been putting more farmers more securely on more land in New England and beyond. We are a recognized national leader in our field.

The **Digital Marketing Coordinator** will be a key person in our growing communications team, which is supported by a stable of specialized consultants. The Communications team is responsible for brand awareness, community outreach, target marketing and campaigns, fund development communication, constituent relationship management, and strategy through various channels (website, email, blog, print newsletters, social media, advertising, events).

**Digital Marketing Coordinator** duties will include planning, implementing, and monitoring our digital marketing campaigns across all platforms. Our ideal candidate is someone with experience in marketing, website administration, art direction, and social media management. In addition to being an outstanding communicator, this candidate will demonstrate excellent interpersonal and analytical skills. This position reports to the Communications Coordinator.

#### **Major Areas of Responsibility:**

1. Website and Social Media
  - a. Oversee all aspects of website management including updating content, new pages, video, images, troubleshooting, testing, SEO, etc.
  - b. Report and utilize website analytics
  - c. Day-to-day posting on various social networks, including management of a posting schedule/ editorial calendar
  - d. Report and utilize insights and analytics from web
  - e. Develop, implement and evaluate Adwords campaign
  - f. Coordinate website administration and hosting contracts with outside vendors
  - g. Coordinate with outside website, graphics, marketing consultants as necessary
2. Online Constituent Relationship Management

- a. Email marketing - plan, produce and report on e-news, alerts, campaigns, surveys
  - b. Manage, develop constituent databases
  - c. Manage lists for growth, engagement and segmentation
3. Marketing
  - a. Support event-related marketing, event tabling as necessary
  - b. Event management, staff coordination, online registration, etc.
  - c. Event marketing, outreach and social media
  - d. Help research, plan, implement and analyze marketing strategies as necessary
4. Perform other related tasks and duties as needed

**Qualifications:**

***We will consider exceptional candidates who demonstrate a strong combination of the specific qualifications and skills described below.***

1. Experience and skills in website management required, especially in WordPress and Drupal (desired), and including analytics, SEO, writing for websites
2. Experience designing, implementing, and measuring results of outbound communication
3. In-depth knowledge of various social media platforms, best practices, and analytics
4. Solid understanding and experience with Constant Contact, MailChimp, or other email marketing service
5. Up-to-date on the latest trends and technology in digital marketing
6. Skilled writer; proven copywriting and editing skills
7. Motivated and energized to find new, creative and effective ways to communicate and engage constituents
8. Self-directed; capable of developing and implementing a work plan
9. A related undergraduate degree and/or work experience in a communications role required
10. Experience and passion for farming, food systems, environmental issues highly desired
11. Experience with mission-driven service, public education and advocacy work preferred

**Compensation:** This is a minimum 20 hr/week (0.5 FTE) position, paid hourly with strong potential for growth. Pay range is based on a \$40,000 to \$44,000 annual FTE salary equivalent, with final rate dependent on qualifications. Compensation includes paid time off and employer contributions to a SIMPLE IRA.

**Schedule:** The part-time work schedule is flexible, but set hours and regular availability at least 3 days a week is required. The location of work will be a combination of our Keene NH office (1-2x/week average) and a remote/home office.

**TO APPLY:** Please send a detailed cover letter, resume and at least two examples of your work (e.g., email marketing, ad campaign, newsletter, other writing sample, link to social media page you manage) to [communications@landforgood.org](mailto:communications@landforgood.org). Subject: Digital Marketing Coordinator

**Review of applications will begin June7, 2019. The position will remain open until filled.**

*Land For Good strives for a society grounded in the principles of social and economic justice. We seek to achieve excellence through a diverse and inclusive workplace that honors the unique talents and lived experiences of each person. Our vision and values are reflected in our employment-related decisions, including hiring practices. Accordingly, Land For Good actively seeks people who bring diverse backgrounds and perspectives to join us in our work.*

*As an EOE/AA employer, Land For Good will not discriminate in its employment practices due to an applicant's race, color, religion, sex, national origin or ancestry, age, sexual orientation, gender identification, genetic information, veteran or disability status or any other factor prohibited by law.*