



Communications Manager

About Berkshire Grown

Berkshire Grown supports and promotes locally based agriculture as a vital part of a healthy Berkshire community, economy and landscape. We are passionate about nurturing a sustainable and resilient local food system and cultivating an equitable and resilient county-wide food economy that ensures our Berkshire area farms remain viable businesses.

We pursue this mission by increasing public awareness of eating locally and healthily through education and outreach; by advocating for sustainable agricultural practices and public policies; by establishing local food and farm networks that include families facing food insecurity; and by promoting the growing and marketing of locally grown foods.

The Communications Manager plays the key role in promoting the work of Berkshire farms and the programs run by Berkshire Grown.

Duties & Responsibilities:

- **Working with direction from the Executive and Development Directors, manage external communications and press relations** by creating and managing an annual Communications Plan that promotes Berkshire Grown's mission and celebrates our local food and farms with donors and the broader community.
- **Outreach materials:** Coordinate with outside graphic designer, oversee design and production of marketing materials including flyers, letters, fundraising materials, advertisements, and other the annual *Guide to Local Food & Farms*.
 - Develop, coordinate and deliver a wide range of materials and media to promote local farms and food to the Berkshires regional community;
 - Edit all outreach materials for consistency in voice and graphic style;
 - Schedule advertisements: print, radio, digital platforms, and more;
 - Coordinate Berkshire Grown's social media activity to increase awareness and audience engagement. Create and post content for social media; schedule social media calendar;
 - Work closely with the Executive Director and Membership Manager to manage e-blast communications, including production of monthly newsletters and other outreach;
 - Write compelling copy, format photos and graphics, and coordinate segmented mailing lists to reach a broad audience of stakeholders.
- **Press:** plan and manage Berkshire Grown's press outreach:
 - Keep abreast of potential story ideas about local farms and food business members;

- Research and create content to pitch to local news outlets, draft press releases, compile press kits and materials;
- Handle all calls from press: answer their questions or re-direct to appropriate staff person;
- Work with Office Manager to distribute press release to the correct recipient lists.
- **Guide to Local Food & Farms:** Working with Membership Manager and outside designer, with input from Executive Director, coordinate production of the annual resource guide; develop editorial content, edit all listings for brevity and correct information, research and organize photographs.
- **Impact Report:** support Development Director in the production and content creation for annual Impact Report;
- **Photography & Video:** Update and maintain Berkshire Grown's photo archive; create short video and image campaigns for fundraising appeals, awareness campaigns, and more.
 - Working closely with the Executive Director, Development Director and outside Video Producer, manage the scheduling and production of outreach video.
- **Website Updates:** Coordinate with Mungy Design for updates to website, including news stories and other digital media content.

Skills & Qualifications:

- Bachelor's degree or equivalent work experience;
- 3+ years of relevant work experience;
- Proven ability to prioritize and execute multiple tasks and projects concurrently;
- High level of interpersonal skills via phone, email, and in person;
- Compelling writing style adaptable across an array of platforms;
- Proficiency with Social Media platforms; experience with Trello a plus.
- High proficiency with Constant Contact, Adobe Creative Suite software, Google Suite, MS Office, and Zoom;
- Basic photography and video editing skills;
- Proven ability to thrive in a collaborative office environment;
- Ability to relate to a diverse range of people, exercise cultural competence and inclusion, and commit to deeper learning and professional development on racial and social justice;
- Must have reliable transportation to visit farms and other locations in the greater Berkshire region and across the State;
- This job requires residence within or close to Berkshire County, MA. While the Berkshire Grown staff follows a hybrid work model balancing in-office and work-from-home options, all staff members are expected to work as part of the team in the Great Barrington office at least 60% of their time. Local travel is required, with mileage reimbursement available.

Benefits & Compensation:

As a workplace, we strive to create an environment where everyone feels valued, heard, and empowered. We prioritize a work-life balance and empower our team to be productive in sustainable ways.

The Communications Manager is a year-round salaried position. Starting salary is commensurate with relevant experience, within the framework of the organization's operating budget, and in the range of \$46,000- \$49,000 annually for 32 hours/week. Our benefits package includes:

- Paid vacation (two weeks in first year; increasing to three weeks in Year Two);
- Sick time, personal days, bereavement leave;
- After 3 months continuous employment, pro-rated FTE QSEHRA reimbursement up to \$240.00 monthly toward verified health insurance or qualified expenses;
- After one year of continuous employment, Berkshire Grown offers a voluntary SIMPLE IRA with up to 3% of W-2 wages for every dollar that the employee contributes, for employees working 32+ hours/week.

How To Apply: Please email a current resume and a cover letter describing your interest in joining the Berkshire Grown team, and specifically talk about how your experience as a communications professional makes you a strong candidate for this job. All inquiries and materials will be confidential.

Review of applications will begin immediately, and the job posting will remain open until filled.

Send email to: jobs@berkshiregrown.org

No phone calls, please.

To learn more about Berkshire Grown, go to www.berkshiregrown.org

Berkshire Grown is an equal opportunity employer and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, disability status, protected veteran status, or any other characteristic protected by law.