



Employment Opportunity

Program and Communications Coordinator

Position Hiring Immediately

Posted January 12, 2023

New York Sustainable Agriculture Working Group

About: New York Sustainable Agriculture Working Group (NYSAWG) is a 501 c3 nonprofit organization founded in the mid-1990s to promote just, equitable, and sustainable food systems. NYSAWG was an early advocate for promoting a systems approach to develop strong, resilient, inclusive, and sustainable farm and food enterprises. NYSAWG has demonstrated the importance of building networks and the deeper impacts achieved when diverse networks are connected. NYSAWG's current work is centered on building strong food system networks in the greater western New York State area under the Food Future WNY collaborative program. The work of Food Future WNY is guided by a comprehensive set of recommendations resulting from an 18-month consultant-led assessment; read the report here:

www.FoodFutureWNY.org

Position Overview: We seek a passionate, community-connected, self-motivated professional to coordinate and integrate program and organizational communications. This position will also facilitate several issue-specific working groups for NYSAWG's Food Future WNY project. This is a full-time position with the possibility of some evening, weekend, and in-person events. The work environment is a hybrid model combining remote and on-site engagements. We intend to fill this position as soon as possible with the desired start date by or before February 15, 2023.

Responsibilities include, but are not limited to, the following areas:

- Work closely with the Working Groups to build group capacities and coordinate and advance their respective objectives and related opportunities through research and coordinated communications
- Work closely with a communications consultant to build effective internal and external communication plans, strategic integrated marketing and messaging campaigns
- Work closely with staff, leadership, Food and Racial Equity Steering Committee, and equity consultant to assure all communications, marketing, website, and messaging content embody the culture of diversity, equity, and inclusion
- Coordinate implementation of internal/external communication plans to increase awareness of and engagement with the Food Future WNY initiative and foster changes in behavior among regional stakeholders
- Lead the program brand-building and storytelling/human interest profiles
- Work with staff to update website content and design
- Work closely with the Program Director to embed established operating principles in communications, programs, collaborations, and outreach
- Assist with planning for a regional conference event and periodic speaker/presenter series

- Coordinate meetings, press conferences, and presentations
- Administrative and program support as needed

Requirements:

- Demonstrated interest in food systems, social justice, racial equity, advocacy, community engagement, and policy
- Degree in related field
- Possess a solid understanding of integrated marketing techniques and have excellent verbal, writing and editing skills. Work samples may be requested.
- Proven ability to work in a remote work environment, including responsiveness to colleagues and external partners, consistent communication of progress on assigned projects, and the ability to take initiative and move work forward independently
- Cultural humility and ability to work effectively with a diverse community of stakeholders
- Proficiency in Microsoft Office products and use of technology devices

Preferred:

- Previous similar work history: work samples may be requested
- Experience with communications tools such as social media platforms, Canva, Zoom/Teams, email marketing, and survey programs
- Comfort and experience engaging with grassroots organizations, community members, farms and food businesses, elected officials, and knowledge experts
- Comfort with public speaking and presenting

Rate of Pay and Benefits: The successful candidate will be employed by Southern Tier West but will apply 100% of time toward NYSAWG programs. Benefits include health care benefits, paid legal holidays, membership in the New York State and Local Retirement System, Paid Family Leave Plan. Rate of pay will be based on experience and range between \$25.25 - \$28.50 hourly for 35 hours per week.

Application Process: To apply, please email a cover letter and resume to rzink@southerntierwest.org with the subject line Program and Communications Coordinator. Cover letters should include a summary of the candidate's relevant experience and personal and professional connections in the local and regional communities. Submissions will be accepted and reviewed until the position is filled.

NYSAWG is committed to building a just, equitable, sustainable, and economically stable food system. We actively encourage and seek applications from Black, Indigenous, and people of color, women, and members of the gay, lesbian, bisexual, and transgender community. NYSAWG and Southern Tier West Planning and Development Board are equal opportunity, affirmative action employers, and are firmly committed to a policy against discrimination based on age, sex, race, religious creed, sexual orientation, gender identity, disability or ethnic or national origin.