



Nourishing the links between land and table
306 E. Wilson St. #2W • Madison, WI 53703 • 608-310-7836

Communications Director

Posting Date: February 23, 2018

Overview:

Join a team that is passionate about building the local food system in Southern Wisconsin. REAP Food Group, a non-profit organization based in Madison, WI, believes that good food, grown well, and available to all strengthens our regional economy, improves the health outcomes of our residents and cultivates rich connections between rural and urban communities.

We are seeking a dynamic team member who shares our passion for this mission and has a love of telling stories to bring our work to life. REAP's Communications Director will develop and oversee the communications strategy for the organization. This member of our team will report to the Executive Director and work with program staff to promote REAP's mission and work, to market events, and to communicate our work to members, donors and partners through a variety of channels including website, social media and written and verbal communications.

Core Responsibilities include:

Oversight of communications strategy and public relations

- Work with staff and board to collect and communicate the stories of how we are making a difference and why REAP matters;
- Set engagement goals, evaluate, and report progress;
- Plan and coordinate all PR, advertising, and earned media for events and programs, develop and manage media relationships;
- Engage and manage relationships with external media outlets across many platforms;
- Hire and manage communications interns.

Writing, design, and material production

- Plan and draft regular REAP communications, both print and digital;
- Work with program directors to produce outreach and educational materials, posters and signage for events (digital and print);
- Work with development team to create materials and communications to further fundraising activities (membership appeals, the Big Share, donor cultivation);
- Oversee graphic design capacities (either in-house or contracted services).

Web, social media

- Be the keeper of the REAP website (reapfoodgroup.org), maintain updated content, consistent messaging and work with our web developer to keep content management system updated;



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- Create and maintain an engaging and strategic social media presence and formulate recommendations on strategic social media use; set and track engagement goals;
- Stay informed on the changing landscape of social media tools and how to evolve our engagement to meet the goals for outreach, membership, or dollars.

Essential Qualifications:

- Curious, nimble and comfortable juggling multiple projects;
- A passion for REAP's mission and for the non-profit model;
- At least five years' experience in communications, PR or marketing, and demonstrable experience leading communications campaigns;
- Strong writing skills;
- Excellent project management skills;
- Proficiency with social media platforms and demonstrated experience designing, executing and evaluating social media campaigns;
- Proficiency with WordPress (or similar content management system), and email marketing systems (*Salsa Engage, Constant Contact, MailChimp*);
- Bachelor's Degree in Marketing, Communications, Public Relations, or equivalent experience.

Highly Desirable Qualifications:

- Graphic design experience and interest;
- Proficient in using Adobe Creative Suite (InDesign, Illustrator, Photoshop);
- Photography/Videography skills and interest.

Appointment Type/ Salary:

This is an 80% appointment. The position includes health insurance benefits, 401(k), paid holidays, and personal time off. This position also offers flexibility, independence, and the opportunity to collaborate with great colleagues on meaningful work.

\$32,000 - \$34,500 (\$40,000 - \$43,000 FTE) commensurate with experience

Application Procedure and Deadline:

Please submit resume and a letter detailing your interest and fit to info@reapfoodgroup.org. Applications may also be mailed to: Communications Director, REAP Food Group, 306 E. Wilson St., Suite 2W, Madison, WI 53703.

Application Deadline: March 16, 2018, 5 PM. CST