



Marketing and Communications Manager

Posting Date: June 2025

Deadline for Application: N/A - rolling

Location: Madison, Wisconsin; hybrid work environment

Reporting To: Executive Director

Work Schedule: non-exempt, 1.0 FTE, 40 Hours a week. Some evenings and weekends work will be required occasionally

Position Summary:

REAP Food Group is seeking a passionate and creative Communications and Marketing Manager to amplify our mission and impact. This role is central to telling the compelling stories of our local food system, our farmers, our partners, and the communities we serve. The ideal candidate is a strategic thinker with a keen eye for narrative, exceptional communication skills, and a commitment to advancing a just, sustainable, local food system. If you're a storyteller at heart who thrives in a dynamic, mission-driven non-profit environment, we invite you to join our dedicated team.

Who We Are:

REAP Food Group, a non-profit organization based in Madison, WI, believes we can transform communities, economies, and lives through the power of good food. We are passionate about creating an equitable, local, and sustainable food system. We strive to be curious, inclusive catalysts for change and collaborators. We do this by:

- Advocating for policies that support an equitable and environmentally sustainable local food system that drives social and environmental justice, improved health, and economic development;
- Creating and supporting markets, infrastructure, and strategies that connect local farmers to institutional and individual buyers;
- Amplifying community-led solutions to overcome structural barriers to accessing local food through the intentional inclusion of diverse voices; and

- *Celebrating* with the community through sponsored events that highlight Dane County's and southern Wisconsin's abundance of wholesome, locally raised food.

Who You Are:

You are mission-driven and believe in the power of transformative storytelling to highlight REAP's mission to build an equitable food system. You are an excellent communicator, both written and oral, are a natural collaborator and storyteller, are highly organized, and have an array of experiences with communication methods. You love to listen to people's stories and share our commitment to bringing curiosity, inclusivity, collaboration, and fun to the work REAP does.

What You'll Do:

Strategic Storytelling & Content Development:

- Develop and execute a comprehensive communications and marketing strategy that centers around compelling storytelling to engage diverse audiences (donors, partners, community members, media).
- Identify, research, and craft narratives that highlight the impact of REAP's programs (e.g., Farm to School, Farm to Business, Foodshed Partnership) on farmers, students, businesses, and the broader community.
- Produce high-quality, engaging content across various platforms, including website articles, blog posts, newsletters, social media, press releases, annual reports, and donor communications.
- Lead the creation of visual content (photos, videos) that effectively conveys REAP's stories and impact.
- Manage and maintain REAP's content calendar, ensuring a consistent and strategic flow of communications.

Brand Management & Messaging:

- Ensure consistent and impactful messaging across all REAP communications, reflecting our values and brand identity.
- Develop and refine key messages for various programs and initiatives.
- Monitor brand presence and ensure positive representation of REAP Food Group.

Digital Marketing & Social Media:

- Manage and grow REAP's digital presence, including the website (WordPress), email marketing platforms (Mailchimp), and all social media channels (e.g., Facebook, Instagram, YouTube).

- Develop and implement social media campaigns to increase engagement, expand reach, and drive specific calls to action (e.g., event attendance, donations).
- Analyze digital marketing performance using analytics tools and adjust strategies for optimal results.

Event Promotion & Support:

- Develop and execute marketing plans for REAP's fundraising events, educational workshops, and community gatherings.
- Create promotional materials (e.g., flyers, invitations, digital ads) to maximize event attendance and success.

Must Haves:

Required Professional and Personal Qualifications:

- **Experience:** 3+ years of experience in communications, marketing, social media, or a related field, with a demonstrated focus on storytelling and content creation.
- **Storytelling Prowess:** Proven ability to identify compelling narratives, conduct interviews, and translate complex information into engaging, accessible content for diverse audiences. A portfolio demonstrating strong written and visual storytelling skills is highly desirable.
- **Writing & Editing:** Exceptional writing, editing, and proofreading skills with a keen eye for detail and grammar.
- **Digital Fluency:** Proficiency with content management systems (e.g., WordPress), email marketing platforms (e.g., Mailchimp), and social media management tools.
- **Media Savvy:** Understanding of media relations best practices and experience securing earned media.
- **Creativity & Design Acumen:** Ability to develop creative concepts for marketing campaigns and proficiency with basic graphic design tools (e.g., Canva, Adobe Creative Suite basics) or the ability to effectively art direct designers.
- **Strategic Thinking:** Ability to develop and implement communications strategies that align with organizational objectives.
- **Interpersonal Skills:** Excellent communication and collaboration skills, with the ability to build strong relationships with internal and external stakeholders.
- **Mission Alignment:** A deep passion for and commitment to REAP Food Group's mission of building a just, sustainable, local food system.

Desired Professional and Personal Qualifications:

- Experience working in the non-profit sector, particularly within food systems, agriculture, or environmental organizations.
- Familiarity with the Madison and Dane County community and media landscape.
- Experience with photography and/or videography for marketing purposes.
- Knowledge of SEO best practices for content creation.
- Fluency in multiple languages, especially Spanish or HMoob

What Else You Should Know:

While REAP has a physical office space, staff have hybrid work schedules for all employees to benefit from the flexibility of remote work and camaraderie of in-office collaboration.

Compensation:

The salary for this position is \$52,000-\$60,000 plus health benefits. REAP employees are eligible for PTO, health and dental benefits, and retirement plan participation upon hire. Retirement contributions are eligible for employer matching after 1 year of employment.

To Apply:

If you require accommodation for the job application process do not hesitate to contact our team to let them know what type of accommodation you need. Note that we may only be able to contact candidates selected to move forward in the hiring process. Please email cover letter, resume, writing sample (authored and related to a funding opportunity such as appeal letter, newsletter, etc), and social media content sample to jobs@reapfoodgroup.org. Applications accepted on a rolling basis until the position is filled, with priority given to submissions by July 15.

REAP Food Group values diverse life experience and is proud to be an equal opportunity employer. REAP strongly encourages applications from persons of color, women, LGBTQ individuals, persons with disabilities, and persons from other underrepresented groups whose background may contribute to effectively representing low-income people and underserved communities.