



Communications and Outreach Director

The Maine Organic Farmers and Gardeners Association is seeking a dynamic, energetic and creative individual to join its senior management team as Communications and Outreach Director. The successful candidate will help to raise the profile of one of the country's longest established statewide organic certification, education and advocacy organizations. This position manages an incredibly talented team of four people that create and implement the organization's communication and outreach efforts, including the Maine Organic Marketplace in Freeport.

Primary Responsibilities: To manage MOFGA's communications, marketing, public relations and outreach.

Supervisor: Executive Director

Work Week: 40 hours -- Monday through Friday, and additional evening and weekend hours as needed.

Position: Salaried. This position is considered Exempt under the Federal Fair Labor Standards Act. The employee is not eligible for overtime payment.

Location: MOFGA's staff are currently working remotely, though this position can be based in the Unity or Portland offices. Travel throughout the state to attend events is required.

Salary Range: The salary range for this position is \$60,000-\$70,000 annually, dependent upon experience. MOFGA has an excellent benefits package with paid medical, dental and vision insurance and paid parental leave. Employees receive a generous time-off package including paid vacation and sick time, three personal days, and 14 paid holidays annually. MOFGA offers flexible work arrangements and telecommuting opportunities based on the nature and requirements of the role.

Required Abilities and Knowledge:

- Deep understanding of organic farming, gardening and/or homesteading.
- Appreciation for the depth and breadth of MOFGA's programs and constituents.
- Proven track record in the field of communications, PR and media outreach. Ideal candidate will have a minimum of five years experience at a nonprofit or for-profit organization.
- An understanding and awareness of the media landscape in Maine and nationally.
- Demonstrated aptitude with both traditional and new communication channels.
- Excellent written and oral communication skills.
- Understanding of web design, user experience, digital content, digital ads.
- Familiarity with content management systems and managing online communications.





- Ability to respond quickly to changing goals and objectives.
- Experience with crisis management.
- Experience with volunteer management, campaign management, or advocacy campaigns.
- Experience managing a team.
- Excellent detail-oriented project management.
- Impeccable follow-through and self-motivation on assignments.
- Commitment to promoting and advocating for organic farming, gardening and the MOFGA certified organic brand.

Responsibilities:

- Establish and implement an annual strategic communications plan, budget and editorial calendar to advance MOFGA's mission.
- Be MOFGA's first point of contact with the media and develop relationships with print, broadcast and new media journalists.
- Represent MOFGA at events and engage comfortably with MOFGA's varied constituents. Work collaboratively to develop relationships with organizations and other partners to advance MOFGA's outreach to new communities.
- Supervise communications and outreach staff, including the manager of the Maine Organic Marketplace, MOFGA's online and retail store located in Freeport, ME.
- Guide the writing, editing and creation of MOFGA's publications, written communications, audio and digital assets.
- Develop and run online engagement campaigns to tell our story, engage our supporters, advance our goals and promote the MOFGA certified organic brand.
- Ensure that MOFGA's community continues to grow by optimizing web content, growing email lists, promoting events and programs and supporting robust membership and volunteer programs.
- Coach, train and develop leaders, spokespersons and senior staffers as media spokespeople.
- Collaborate with the Development and Membership team to create fundraising communications.
- Create and implement the annual advertising plan for the organization, including paid advertising and management of the Google Ad Grants account.
- Act as advertising manager for the Maine Organic Farmer & Gardener.
- Produce detailed reports of communications activities for staff and leadership.
- Other duties as assigned.

MOFGA's success depends upon the collaborative spirit among its staff members and volunteers. Employees are expected to be ready and willing to assist colleagues in all program areas when directed to do so by their supervisors.

To apply, please send a cover letter and resume to hiring@mofga.org. Applications will be reviewed starting April 11, 2022 and will remain open until the position is filled.





The Maine Organic Farmers and Gardeners Association is a broad-based community that educates about and advocates for organic agriculture, illuminating its interdependence with a healthy environment, local food production, and thriving communities. MOFGA is committed to creating an inclusive and sustainable workplace that reflects this mission. MOFGA is an equal opportunity employer and does not discriminate on the basis of race, ethnicity, age, religion, gender, marital status, sexual orientation, disability, veteran status, political orientation, or any other characteristic protected by federal, state, or local law.



