



Marketing and Events Manager

Employer: Urban Roots

Position: Marketing and Events Manager

Location: Austin, TX

Reports to: Executive Director

Full-time salaried

Preferred start date: February 2020

www.urbanrootsatx.org

Who We Are:

Urban Roots is a growing non-profit organization that uses food and farming to transform the lives of young people and inspire, engage and nourish the community. Each year, we provide paid internships to over 100 young people ages 14-23 who work with staff and volunteers to grow 25,000 pounds of produce on our 3 acre farm in East Austin. We donate 40% of our harvest to local soup kitchens and food pantries and sell the rest at local farmers markets and restaurants. We believe in young people - their potential, their leadership, their hard work. Through growing food and sharing food with others, we are working together to make Austin a better place for everyone.

It is an exciting time at Urban Roots as we position ourselves to grow into a 2nd farm in the next several years. We need people on our team who are passionate about building a beautiful community of youth and adults connected to land and each other with a shared commitment to justice and mutual learning. We need team members with diverse perspectives who are inspired to be vital, vocal, and creative parts of our innovative and supportive team. If this sounds like you, we want you on our team!

Job Summary:

The Marketing & Events Manager strengthens and promotes the Urban Roots brand and produces all Urban Roots fundraising, community-building, and third party events to achieve annual fundraising goals. We are looking for a detail-oriented, creative, optimistic, organized, self-motivated, a strategic thinker, problem-solver, and enthusiastic collaborator to serve as our Marketing and Events Manager.

Key Responsibilities

- Secures sponsorships to help achieve annual event fundraising goals
- Strengthens and builds Urban Roots brand; maintaining consistent brand visuals & messaging across all external communications
- Manages event strategy, implementation, and evaluation of two fundraising events, five farm open houses, five community lunches, and approximately 15 third party events
- Secures in-kind donations for events
- Develops and tracks yearly marketing and event plans
- Manages a content marketing calendar and produces content for the monthly newsletter, social media, website, annual report, fundraising appeals, promotional materials, farm and farmer's market media
- Recruits and manages the social media intern
- Engages the Board Communications Committee for support with marketing and events
- Organizes and maintains content and media archive including photos and graphics
- Coordinates press inquiries
- Acquire new supporters/donors/volunteers, retain current supporters/donors/volunteers
- Assist in other Development and Marketing tasks as requested

The ideal candidate will have:

- 5+ years marketing experience using a variety of available channels to raise awareness, promote campaigns, and realize significant and increased ROI
- Expertise in producing and managing well-attended and well-received events
- Experience soliciting, cultivating, and managing corporate and brand partnerships
- Have a high technical aptitude, bonus if you know Dropbox, CRM tools (we use E-Tapestry)
- Have strong writing, editing, verbal communication, administrative, and organizational skills
- Have the ability to work independently on projects, from conception to completion
- Be creative, flexible, and enjoy working in an environment that is entrepreneurial and always changing
- Alignment with Urban Roots' foundational belief, mission, guiding principles, and bottom lines
- Bonus points if you have experience with basic graphic design (like creating infographics). We use Canva.

Compensation:

This is a full-time position and salary is commensurate with experience. The salary range is \$50,000 to \$60,000. Benefits include paid time off, healthcare, seasonal farm fresh produce, and a fun and flexible work culture.

To Apply:

Submit your resume, a detailed cover letter and examples from your communications and marketing portfolio that you think would be in line with Urban Roots to jobs@urbanrootsatx.org. Please reference "Marketing and Events Manager" in the subject line. No Phone calls please.

Urban Roots is an Equal Opportunity Employer that is committed to creating a culturally responsive and inclusive organization. People of color and LGBTQ people are strongly encouraged to apply. We will not discriminate in our hiring on the basis of race, color, religion (creed), gender, gender expression, age, national origin (ancestry), disability, marital status, sexual orientation, military status, pregnancy, mental or physical disability or political affiliation.