



Urban Roots seeking a Communications Director

Employer: Urban Roots

Position: Communications Director

Reports to: Executive Director

Location: Austin, TX - working remotely during the pandemic

Full-Time, Exempt, Salaried, Benefits

Who we are:

Urban Roots uses food and farming to transform the lives of young people and inspire, engage, and nourish the community. The only farm-based youth development and community impact organization in Austin, we have served 525 teens and young adults through paid internships that support their growth as leaders and good citizens. This past growing season, staff, youth interns, and volunteers harvested over 40,000 pounds of sustainably grown produce on our 3.5 acre farm in east Austin. We dedicated over half of that to increasing food access to underserved communities through our own programs and as well as donations to hunger relief organizations. In 2020, we secured a site in South Austin that we are currently preparing to become a second Urban Roots farm.

The opportunities and impacts Urban Roots has made recently can be seen in [this video from National Instruments](#), this [special feature by CBS News and GoDaddy](#), and this [article in Culture Map Austin](#).

Who We Seek:

Urban Roots seeks an experienced and dynamic professional to become our first Communications Director. The Communications Director will develop and implement a comprehensive communications strategy for the organization and be an integral part of our upcoming visioning and strategic planning process. The Communications Director will be a vital member of Urban Roots' Leadership team, advancing our mission through strategic communication and helping to steer the organization through an exciting future growth and development. A solid candidate for this leadership-level position will have demonstrated three years experience working in a role with similar responsibilities, bring a unique point-of-view and diverse perspectives, and have the desire to ensure personal and professional success through mission-driven work.

As Urban Roots' Communications Director, you believe in building interpersonal relationships and have the skills to work respectfully, collaboratively, and effectively within a team environment. You believe that for the organization to be successful in achieving its mission that it must consistently uphold its values and commitment towards fully inclusive and antiracist practices and policies. And you understand that relaying those policies and practices are the core of a successful communications strategy. You have a keen eye for detail and deadlines so that you can get high quality projects to completion. You're an innovative leader who understands the power and strategic use of storytelling through different media platforms to connect with the community and expand our network of stakeholders and partners. You're an exceptional writer and editor who also understands how to give writing and editing feedback to colleagues to achieve results and maintain unity. You're a natural problem solver and love exploring ways to reach people where they are at. You're comfortable speaking to our youths and respect their voice and perspective. You're self-motivated, adaptable, and have the humble confidence needed to work both independently and as part of a team. Your ability to speak Spanish is a plus (though not required)!

Urban Roots is an Equal Opportunity Employer that offers positions with varying skill levels and responsibilities that amplify our mission. We strongly encourage members of traditionally underrepresented communities to apply, including people of color, LGBTQiA+ identified people, people of marginalized genders, people with differing abilities and genetic differences, veterans, and people who speak, read or write a language in addition to English.

The Opportunity:

The Communications Director will set and guide the strategy for all communications, website, marketing, and public relations strategy to consistently articulate Urban Roots' mission. You will:

- **Create Strategic Communications Plan:** Develop, implement, evaluate and report on Urban Roots' strategic communications plan in collaboration with Urban Roots' team;
- **Promote the Work:** Work collaboratively with staff to develop communications strategies to promote programs, development events and campaigns, produce sales or other organizational needs that align with the communications plan;
- **Evaluate and Report:** Assess, utilize and report on various platform analytics to develop and execute a robust digital strategy (including annual Impact Report);
- **Engage Media:** Cultivate relationships with media to promote our activities, outcomes and brand; Be available and support staff to conduct media interviews (online, TV, radio & print);
- **Cultivate & Promote Brand:** Design and/or work with designers to produce both physical (e.g., merchandise) and digital collateral (e.g., videos) that is consistent with and promotes Urban Roots' brand;
- **Maximize Digital:** Manage Urban Roots' website, email system and social media accounts to reach new audiences and increase stakeholder engagement;
- **Manage Team & Vendors:** Manage part-time Marketing & Communications Manager and relationships with communications and marketing vendors (e.g., designers, printers);
- **Manage Budget:** Manage the communications budget and work with Finance and Operations Director to track and record;
- **Engage Communications Committee:** Engage and help Committee Chair manage the Communications Committee for support with communications and marketing strategy; and
- Other duties as assigned by the Executive Director.

Compensation & benefits: The salary range for this position is \$55,000 to \$65,000. The salary offer within that range will be commensurate with experience. Urban Roots offers health, dental and vision insurance, 120 hours of paid time off (PTO), additional paid holidays (including your birthday), and farm fresh veggies. Currently all staff are working remotely due to the pandemic and will return to a hybrid office/ home working model when it's safe to do so.

Application process:

- Resumes and inquiries should be emailed to jobs@urbanrootsatx.org
- All resumes should include a cover letter that briefly answers: 1) Why are you interested in working at Urban Roots? and 2) How your experience prepares you for the responsibilities outlined in the job description?

Application period closes February 12, 2020. Applications will be reviewed on a rolling basis. This position is available immediately and will remain open until filled. Because of our work with youth, final round candidates will be given a background check before an employment offer is finalized. Phone call inquiries will not be accepted.