



## Urban Roots Communications & Marketing Director

**Employer:** Urban Roots

**Position:** Communications & Marketing Director

**Reports to:** Executive Director

**Direct Reports:** One full-time Communications Assistant

**Location:** Austin, TX

**Schedule:** Full-time, Monday through Friday, with some weekend days to flex for weekdays as needed.

**Salary:** \$65,000 (Exempt); Benefits (see below).

### Who We Are:

Urban Roots works with youth leaders to grow fresh food and build a community dedicated to food equity. The only farm-based youth development and community impact organization in Austin, we have served over 600 youth since our founding in 2008 through paid internships that support their growth as leaders. This past growing season, our staff, youth interns, and volunteers harvested over 119,000 servings of sustainably grown produce across our two farms in east and south Austin. We dedicate at least 75 percent of our veggies annually to help increase food equity in underserved communities.

To learn more about Urban Roots, we encourage you to visit our [website](#), review our annual [Impact Report](#), check out [this video](#), and read this [article in CultureMap Austin](#).

### Job Summary:

Urban Roots seeks an experienced, purpose-driven, and dynamic professional to increase visibility for Urban Roots' mission. The primary responsibility of the Communications and Marketing Director (CMD) will be to enhance and expand our outreach and engagement with the Central Texas community through strategic, creative, equity-centered, and strengths-based communications and marketing.

The CMD is a vital member of Urban Roots' Leadership team, which guides the organization's short and long-term strategic direction. Urban Roots recently passed our FY23-26 Strategic Plan. Although the plan outlines our high-level goals and strategies, the CMD will design their team's annual work plans and creative approaches.

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.

### Essential Job Duties:

The Communications and Marketing Director will set and guide the strategy for all communications, website, marketing, and public relations strategy. The CMD will:

- **Develop and Execute Annual Strategic Work Plans:** Develop, implement, evaluate and report on Urban Roots' communications and marketing plan in collaboration with Urban Roots' team;

- **Promote the Work:** Work collaboratively with staff to develop communications strategies to promote the youth programs, what's happening on the farms, development events and campaigns, and other organizational needs that align with the strategic plan;
- **Use Analytics to Inform Strategy:** Assess, utilize, and report on various platform analytics to develop and execute a robust digital strategy;
- **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 contractors to produce both physical (e.g., merchandise, brochures, reports) and digital collateral (e.g., videos) that promotes Urban Roots' brand and messages;
- **Maximize Digital:** Manage Urban Roots' website, email system, and social media accounts to reach new audiences and increase community engagement;
- **Manage Team & Vendors:** Manage a full-time Marketing and Communications Assistant as well as relationships with designers, contractors, and printers;
- **Manage Budget:** Manage the Communications and Marketing Team's budget and work with Finance and Operations Director to track and record expenses;
- **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.

#### **Qualifications and Personal Characteristics:**

- At least three years of experience working in a role with similar responsibilities
- Self-starter with a high degree of personal and professional drive
- Strong grammar, writing, editorial, and research skills
- Experience with Google Workspace and Canva (or other design programs)
- Experience managing websites, digital marketing, email platforms, and social media accounts
- Highly organized with the ability to implement and continually improve systems and processes
- Ability to manage time effectively and meet deadlines
- Enjoy working with a collaborative team
- Eager willingness to assist others during high-volume work periods
- A unique point of view and diverse perspectives
- A commitment to justice and sustainability
- A great sense of humor and a desire to continue learning

A successful candidate will understand that for the organization to achieve its mission, it must: 1) consistently uphold its values and commitment to fully inclusive and antiracist practices and policies, and 2) reflect those values in the communications and marketing strategy. A successful candidate will understand storytelling's power and strategic use through different media platforms to connect with the community and expand our network of stakeholders and partners.

#### **Bonus skills:**

- Experience working with youth and an understanding of how to respect their voice in communications
- Spanish fluency

#### **Other Requirements:**

While performing the duties of this job, the CMD will be expected to:

- Occasionally work long hours with some evenings and weekends;

- Attend Urban Roots' functions and special events;
- Attend and participate in all-staff, team, and other meetings as needed
- Attend and participate in occasional all-staff farm work days;
- Communicate and exchange accurate information in a variety of formats, including in-person, electronically, and over the phone; and
- Operate a computer efficiently and accurately.

### Benefits and Workplace Location

- **Location:**
  - Urban Roots has offices within AISD at 4900 Gonzales St in East Austin that are open for use by all staff. We currently have a hybrid office / work-from-home schedule, requiring up to several days per month at the office, depending on Austin Public Health's current COVID guidelines. Depending on the recommendations from APH and goals around work culture, there may come a time in the future when we'll return to all in-office/ on-farm work. But we do not have plans for that in the near future.
  - Unless they provide a specific accommodation request, the CMD is expected to participate in quarterly on-farm workdays, which can be in the heat, cold, or other outdoor elements.
- **Benefits**
  - Significant employer contribution toward health insurance benefits coverage (health, dental, & vision).
  - Employer-paid short-term and long-term disability insurance
  - Time off:
    - 120 hours per calendar year of paid time off (PTO), prorated according to start date;
    - 11 additional paid holidays (including your birthday) and the work days between Christmas and New Year's Day
  - Extras: A fun and flexible work culture and farm fresh vegetables to take home!

### Application process:

- Candidates should email their applications to [jobs@urbanrootsatx.org](mailto:jobs@urbanrootsatx.org)
- Use the email subject line "Communications & Marketing Director Application".
- REQUIRED: A PDF of your resume and cover letter that briefly answers the following:
  - What excites you about Urban Roots' mission?
  - How does your experience prepare you for the responsibilities outlined in the job description?

The application period closes on **Wednesday, November 30, 2022 (extended)**. We will review applications on a rolling basis. This position is available immediately and will remain open until filled. Because of our work with youth, we will conduct background checks on final-round candidates before we finalize the employment offer. We will not accept phone call inquiries regarding the position.