

MARKETING, DESIGN, AND FUNDRAISING MANAGER

NORTHEAST ORGANIC FARMING ASSOCIATION OF CONNECTICUT

The Northeast Organic Farming Association of Connecticut seeks a Marketing, Design, and Fundraising Manager to help expand the organization's fundraising capabilities using effective marketing, graphic design, and direct networking with potential and existing donors. We are an independent non-profit dedicated to strengthening the practices of ecologically sound farming, gardening, and land care, and to the development of local sustainable agriculture. Our efforts give consumers increased access to safe and healthy food. CT NOFA is a growing community of farmers, gardeners, land care professionals, businesses and consumers that encourages a healthy relationship to the natural world.

Responsibilities:

- Create and implement marketing strategies for CT NOFA's agricultural and gardening programs, its NOFA Organic Land Care Program, and associated courses and workshops
 - Create ads and coordinate their inclusion into industry publications
 - Work with Program and Event Manager to conduct and oversee social media publicity
 - Edit and publish the monthly Gleanings eNewsletter and monthly AOLCP e-news (for Accredited Organic Land Care Professionals)
 - Create new and update existing print materials using Adobe Creative Suite, and work in house or directly with outside printers to produce them
 - Design, edit, and produce the annual *CT NOFA Farm & Food Guide*.
 - Create presentations and spreadsheets using Microsoft Office
- Maintain the ctnofa.org and organiclandcare.net websites by editing content, design, and advertising
- Analyze, report and utilize website data via Google Analytics
- Be part of a team that helps identify prospective advertisers, sponsors, grantors, donors, and other partners in order to increase membership and other revenue, and helps develop and maintain strong relationships with them
- Draft proposals for small marketing related grants (up to \$5,000)
- Manage marketing related grant programs, write small grant reports, and provide input for larger grant reports
- Recruit and manage 1 intern at a time throughout the year
- Perform other related tasks and duties as needed

Qualifications:

- Bachelor's Degree
- Working knowledge of the following:
 - Adobe Creative Suite: Photoshop, Illustrator, InDesign, Acrobat, Dreamweaver
 - HTML and/or other web development language; Drupal experience a plus
 - Social media: Facebook, Twitter, Blogger, Constant Contact
 - Administrative: Microsoft Office; FileMaker database a plus
- Excellent written and oral communication skills
- Ability to multitask and work with tight deadlines
- Self motivator who is able to work with minimal supervision at times
- Knowledge of CT food systems, farming, gardening, and/or land care a plus
- Previous fundraising experience a plus

This is a full-time position for 40 hours per week. The rate of pay will be commensurate with experience. Ability to work from home up to 1 day/week, with the remaining time spent at the CT NOFA office in Oxford, CT.