

Marketing Coordinator

Harrelson Center
20 N 4th St
Ste 222
Wilmington, NC 28401

Food Hub
Burgaw Train Depot
115 S Dickerson St
Burgaw, NC 28425



Organizational Mission: Feast Down East strengthens the farming communities in and around the Wilmington area by providing resources, education, and distribution opportunities to farmers while addressing equitable food access in communities with the greatest need.

About Feast Down East : The organization works with small farms located within a 50 mile radius of the Feast Down East Food Hub, located in Burgaw, helping to connect locally produced food to wholesale markets and direct to consumers. This is done through product sales, relationship building and needs assessments with local growers, businesses, institutions, community partners, and grocery stores as well as through our Local Motive Mobile Farmers' Market that sells products at reduced cost in vulnerable communities with food access challenges.

Position Details: This position is responsible for marketing, outreach, and advertising FDE's programs, including the Food Hub, Local Motive Mobile Farmers' Market, and Farmers Fighting Hunger. We are looking for an enthusiastic, detail-oriented, and highly communicative Marketing Coordinator to join our team and provide creative ideas to help promote Feast Down East programs and operations while maintaining close relationships with our community, customers, patrons, and stakeholders. You will educate the community about Feast Down East and its mission and programs. This is a hybrid position that requires physical attendance at: meetings with FDE internal staff and programs partners, operations at Food Hub and mobile market locations, in addition to community outreach events. As the Marketing Coordinator, you will: collaborate with the FDE team and Board of Directors to build strong communication tactics to best reach the diverse communities and populations FDE reaches; website and brand development and brand management; fundraising and event planning; developing and implementing marketing strategies to ensure strong brand consistency and connectivity between FDE programs.

Principle Responsibilities:

- Regularly update and expand communication methods including: website, newsletter, email, physical canvassing and presence at events, and social media presence across all digital channels
- Design, implement, and manage a comprehensive marketing plan, including a content calendar
- Manage email marketing campaigns for all programs
- Facilitate internal communications amongst FDE staff
- Regularly meeting with FDE staff to best market programs and operations
- Support FDE Board of Directors Marketing and Fundraising committees in fundraising and event planning
- Create, implement, and update marketing materials, such as: blogs, press releases, newsletters, flyers, brochures, special event materials, social media posts, videos, presentations, etc.
- Analyze website analytics and create marketing campaigns accordingly
- Brand development and promotion
- Develop and collect data for marketing campaigns
- Daily administrative tasks
- Manage and update company database and customer relationship management systems such as through MailChimp, Text Magic, Farmers Register, and Local Food Marketplace

Preferred Qualifications:

- Experience with Adobe Suite a plus, including Lightroom, Photoshop, and InDesign
- Experience with iMovie or other video-editing software a plus
- Event planning experience a plus
- Non-profit experience a plus
- Agriculture experience a plus
- Grant writing and fundraising experience a plus

Minimum Qualifications:

- Bachelor's degree in communication, marketing, or related field
- Excellent verbal and written communication skills
- Knowledge of Microsoft and Google Suite
- Knowledge of email marketing platforms, including Mailchimp
- Ability to work independently and with a team, with initiative for maintaining communication channels
- Strong organization and time management with the ability to multitask and take initiative
- Knowledge of social media platforms and strategies
- Highly creative with experience in identifying target audiences
- Understanding of latest marketing trends and best practices
- Photography and videography skills
- Customer service skills
- Graphic design and content creation experience
- Experience using Canva preferred

Terms & Compensation:

- 20-25 hour work week, with potential for full time
- Occasional Saturdays
- Hourly at pay rate between \$16-\$19
- Reports to Executive Director

Other Duties: Please note this job description does contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this position. Duties, responsibilities and activities change seasonally. Other duties may be required in the job as requested by the supervisor.

*Submit resume and cover letter to jobs@feastdowneast.org
Applications open until position is filled*