Growth Hacker and Marketing Director, Fresh Food Connect
Contract, 15-20 hours/week, $25-30/hour
100% Remote Work Opportunity
Reports To: Product and Operations Director

Summary:
Fresh Food Connect aims to create a more healthy, sustainable, and local food system by creating a market for homegrown food.

This year, an estimated 54 million Americans, or one in four children, will face food insecurity. The health of our community is top of mind, as COVID-19 has completely changed our realities. As fast as the world has changed, it is now an opportunity to rewrite the future, together.

Fresh Food Connect licenses its technology to hunger relief organizations who use the mobile app to coordinate the aggregation of homegrown produce to be donated and used to create positive change in the local food system. Gardeners sign up via Fresh Food Connect's mobile app and indicate when they have extra produce, and from there, the local nonprofit operator receives the donations to redistribute it in their local communities. Fresh Food Connect provides the technological structures and outreach to alleviate burdens for the nonprofit partner to connect directly with gardeners while ensuring a simple and easy interface for the gardener to donate.

Fresh Food Connect is scaling quickly, and is looking for a motivated, creative individual to triple our impact in 2021.

Key Results this Position Supports
(each of these has a quantitative benchmark not included here):
The Growth Hacker/Marketing Director will be responsible for, and accountable to, a number of KRs for 2021:
● Grow gardener awareness and participation in solutions to food insecurity
● Grow social media following
● Grow gardener participation in food donations
● Grow the number of nonprofit partners for gardeners to donate their food (in coordination with Product Director)
● Increase individual participation in fundraising efforts

Apply to this job if you:
Are a creative, passionate, and adaptable individual who thrives working with a communicative and collaborative team. We all wear many hats as a staff of two, a working Board of Directors
and talented volunteers/interns, so you must be willing to utilize your marketing skills to support a wide variety of efforts with Fresh Food Connect.

Job Summary

- Responsible for planning, development and implementation of all of the Organization’s marketing strategies, marketing communications, and public relations activities, both external and internal.
- Oversees development and implementation of support materials and services for operators in the area of marketing and communications.
- Directs the efforts of the marketing/communications and coordinates at the strategic and tactical levels with the other functions of the Organization.

Primary Relationships

- The position reports to the Product and Operations Director and participates with the Board of Directors in charting the direction of the Organization, ensuring its accountability to all constituencies, and ensuring its effective operation. Outside the agency, the position coordinates with our Fresh Food Connect nonprofit partners and the gardeners who make up our primary user base.

Principle Accountabilities

- Responsible for creating, implementing and measuring the success of a comprehensive marketing, communications and public relations program that will enhance Fresh Food Connect’s image and position within the marketplace and the general public, and facilitate internal and external communications
- Oversee the development of all printed and electronic creative materials such as the Fresh Food Connect website, paid ads, social media graphics, banners, signs, etc.
- Coordinate the development of content marketing materials
- Implement Social Media Action plan and oversee Marketing Interns to ensure consistent and strategic messaging
- Develop and execute marketing strategy to assist the growth of our nonprofit operators
- Provide counsel to operators on marketing, communications, and public relations best practices
- Be a thought partner with the CEO, Product and Operations Director, and Board of Directors to ensure the strategic development of the organization
- In partnership with the CEO, Product and Operations Director, and Board of Directors, share responsibility for the achievement of the organization’s mission, goals, and financial objectives
- Ensure that evaluation systems are in place related to these goals and objectives and report progress to the CEO and Board
- Assist with other functions of the organization as necessary and requested

How To Apply

- Send Cover Letter and Resume to helen@freshfoodconnect.org by 2/12/2021