



Green City Market (GCM), a nationally-recognized nonprofit organization and local food advocate, seeks a driven Communications Coordinator

#### About Green City Market

Green City Market is securing the future of food by deepening support for sustainable farmers, educating our community, and expanding access to locally-grown food. Learn more about our history and our future at [www.greencitymarket.org](http://www.greencitymarket.org).

#### Opportunity Overview

Are you passionate about supporting sustainable farmers, educating our community, and expanding access to local food? Have you been described as ambitious and self-motivated? Are you seeking an environment that allows you to balance life and work? You might be the perfect fit for this role.

Reporting to and working closely with the Development and Communications Manager, the Communications Coordinator will play a critical role in supporting Green City Market primarily through driving all communications and marketing activities, including print and digital communications, event marketing, website maintenance and social media management. This position engages all external audiences by collaboratively developing and executing effective communications strategies in conjunction with the Development and Communications Manager and Executive Director.

#### Responsibilities

We imagine that the person who fills this role will spend their time in the following ways:

##### Leadership 5% (2 hours/week)

- Display a deep commitment to diversity, equity, and inclusion
- Participate actively in effective management practices such as regular check-ins, 90-day reviews, performance improvement plans and annual performance evaluations
- Possess a working understanding of communications-related budget line items to develop skills related to forecasting expenditures and revenue; gather and present purchasing quotes, execute approved purchasing, demonstrate understanding of and adherence to financial controls and risk management strategies.
- Contribute to a collaborative, positive, and professional work environment for the organization and its staff
- Effectively and passionately communicates GCM's vision to the broader community
- Build deep and thoughtful relationships with key stakeholders to ensure they receive value from their experience with GCM that helps to sustain GCM's mission

##### Communications (35% or ~14 hours/week)

- Collaborate on developing the marketing and communications plan and assist in developing annual strategies using the organizational content calendar
- Assist Development and Communications Manager in crafting annual Impact Report including updating statistics and drafting new language to illustrate the need for Green City Market to external audiences
- Execute communications tasks to include but not limited to identifying topics, interviewing subjects, writing content and securing images and photos; managing publication and mailing process with vendors for both general communications channels including the newsletter, blog, and social media platforms as well as for the digital content for fundraising appeals



- Build deep and thoughtful relationships with GCM staff, vendors, shoppers, supporters, and other community members to ensure GCM's impact is conveyed through all communication mediums thereby developing and expanding the library of stories of impact
- Aid in compiling board meeting and donor meeting materials, including detailed excel reports and Canva presentations
- Regularly monitor and respond to general inbound communications from social media, newsletter replies, administrative emails, phone calls, and voicemails

#### Social Media (30% or ~12 hours/week)

- Create content and manage GCM's presence on social media platforms, including but not limited to Instagram, Facebook, TikTok, and LinkedIn; track performance using analytic tools
- Regularly interact with social media audiences, responding to DM's, comments, and mentions on a daily basis and connecting with followers to drive engagement
- Develop relationships with influencers to drive engagement with and awareness of GCM's impact and activities
- Create and monitor paid social media advertising campaigns

#### Branding and Design (10% or ~4 hours/week)

- Maintain GCM's brand by creating professional and consistent marketing collateral for the organization, specific programs and special events in collaboration with graphic designers when necessary
- Work with vendors and consultants on projects to design and produce branded collateral
- Expand and maintain a photo library for use in diverse communications
- Ideate new merchandise design concepts that increase brand awareness, work with graphic designers to create merchandise designs, coordinate e-commerce merchandise sales strategy, and manage merchandise revenue

#### Marketing, Media Relations, and Events (15% or ~6 hours/week)

- Develop marketing calendars for GCM's special events and programs
- Execute marketing and promotion strategies to drive attendance and awareness of GCM's special events and programs
- Create and manage program-specific communication and promotional activities
- Draft and distribute approved news releases and aid in development of public relations strategy
- Maintain comprehensive media relations contact list
- Manage media relations requests and scheduling

#### Website Management (5% or ~2 hours/week)

- Maintain the organization website making revisions and updates on an ongoing basis in the CMS
- Use Google Analytics to regularly measure website performance and develop strategies to improve engagement
- Liaise with the web developer for general troubleshooting

#### Applicant Profile

A successful applicant will:

- Demonstrate a deep conviction to Green City Market's mission and vision as well as a commitment to diversity, equity, and inclusiveness
- Have 1+ years of professional experience with a proven track-record of success with nonprofit communications
- Showcase an outstanding grasp of grammar with experience writing at an organizational level



- Demonstrate familiarity with Green City Market's [website](#), [blog](#), and social media channels ([Facebook](#), [Instagram](#), [LinkedIn](#), [Twitter](#), TikTok, and more)
- Be a collaborative and communicative team member
- Have the ability to be self-motivated and a balanced preference and ability to work independently and with a team
- Continually promote and achieve high standards of quality at work, apply attention to detail to the execution of all projects and constantly look for problems to solve and ways to improve
- Enjoy designing, implementing, and managing complex, long-term projects through the development of processes/systems to meet deadlines, fulfill commitments, track progress, and achieve goals
- Possess excellent interpersonal skills and the ability to interact with a diverse group of people, including fellow staff members, market vendors, donors, and other key stakeholders
- Exhibit integrity, discretion, and professional maturity to handle highly confidential information
- Have the ability to lift 50 pounds and willingness to occasionally work outdoors in a variety of weather conditions at market or events
- Have technology proficiencies (PCs, Google Suite, CRMs [Bloomerang preferred], EMSs [Mailchimp preferred], and other systems to manage development strategy)
- Candidates with Spanish, Russian, or Polish language proficiency are encouraged to apply

*Studies have shown that women, nonbinary folks, and People of Color are less likely to apply for jobs unless they believe they meet every single one of the qualifications described in a job description. We are committed to building a diverse and inclusive organization and we are most interested in finding the best candidate for the job. That candidate may be one who comes from a background less traditional to our field of work, and that's okay! Candidates who possess a familiarity with issues related to the local food system are preferred. We strongly encourage all interested candidates to apply.*

#### Work Environment

The Communications Coordinator will work in a variety of settings and must reside in Chicagoland. While the majority of this role's work can be completed remotely; all staff are expected to have the ability to commute to and work in GCM's shared workspace located in Chicago, as well as at program locations, as needed and when safe to do so.

#### Schedule

At GCM, we seek employees who know how to balance life and work. We focus on results and expect our team to execute responsibilities with a high degree of professionalism.

The Communications Coordinator typically works a Tuesday - Saturday schedule. The daily schedule is flexible with core office hours taking place between 9 am and 3 pm.

On Wednesdays and Saturdays, the Communications Coordinator will regularly enjoy working at the market to gather programmatic stories of impact, support merchandising, and more. Markets operate between 7am - 1 pm in Lincoln Park and 8am - 1pm in the West Loop.

Regular attendance at Board of Directors meetings held semi-monthly during work hours is encouraged.

Some nights and weekends will be required and frequency will fluctuate depending on seasonality.

#### Compensation Package

- Base Salary: \$48,915



- PTO: 20 paid vacation days, 10 paid floating holidays, 10 paid sick days + annual 10-day year-end soft office closure
- Medical, Dental, Vision Insurance
- Education enrichment budget
- \$75/month mobile stipend

#### Anticipated Hiring Process

The hiring process will include a brief application and two rounds of interviews. For the safety of our candidates and team, interviews are being conducted virtually through the Covid-19 pandemic. The anticipated start date for the position is August 7. Applicants will be selected on a rolling basis. Applicants who apply by 5 pm on June 28 will receive priority consideration.

#### To Apply

Applicants should submit a résumé and submit a brief application at <https://greencitymarket.typeform.com/to/ObjbLp4p>. No phone calls or dropins, please.

*Green City Market is an equal opportunity employer. Green City Market does not discriminate on the grounds of race, color, religion, sex, marital status, national origin, age, disability, veteran's status, sexual orientation or any other protected status.*