

## **Job Title: Communications & Public Education Manager**

Are you passionate about making a positive impact on people and the planet? Cultivate Kansas City is a non-profit working to grow food, farms and communities in support of a sustainable, healthy, and local food system in greater Kansas City. Cultivate KC is a grassroots non-profit looking for a Communications Manager to join our team and help us strengthen our brand, educate the public on local food and the local food system, and share the stories of the inspirational people we serve.

**Position Summary:** The Communications Manager will, as a member of the Development and Communications Department, collaborate with key staff and contract/volunteer communications professionals, develop and implement a comprehensive communications/public education strategy consistent with the organization's strategic plan in order to consistently articulate and move forward Cultivate KC's mission.

### **Primary Responsibilities:**

- Provide strategic leadership in developing, implementing a strategic communications and outreach plan with director-and manager- level staff, along with contract/volunteer communications professionals.
- Maintain the organizational integrated Development and Communications calendar and help develop content that engages Cultivate KC's diverse constituencies and leads to measurable action.
- Supervise the Public Education Coordinator to develop and execute public events, volunteer/ learn activities, and grassroots outreach.
- Promote Cultivate KC's work to local, regional, and national media outlets; manage all media contacts; train and assist staff to be effective spokespeople.
- Provide leadership and staff support to the Communications Committee.
- Manage and develop digital content that engages Cultivate's diverse constituencies and leads to measurable action. Ensure that digital content is maintained and updated regularly and continually track engagement.
- Manage the development, distribution, and maintenance of print and electronic collateral.
- Guide and support staff in communications and outreach activities.
- Act in a stewardship capacity for the Organization, work as a functional member of the team, self-direct and self-regulate work-day;
- Work as a team player to assist in Development and organizational activities when necessary, with items such as event planning, promotion and execution.
- Other duties as assigned

**Qualifications:**

- Bachelors Degree in marketing, communications, education or related field.
- 3-5 years of marketing, communications or related experience.
- Experience in content creation, implementation and reporting on social/digital platforms.
- Possess a solid portfolio of communications experience in nonprofit organizations, and addressing diverse challenges and strategies.
- Graphic design experience a plus.
- General understanding of fund development and fundraising processes.
- An entrepreneurial, creative, and innovative approach to educating, inspiring, and activating constituents.
- High energy, with the maturity and leadership to serve as a unifying force and to position communications discussions at both the strategic and tactical levels;
- A strong track record as an implementer who capably manages a variety of key initiatives concurrently;
- Solid skills in working collaboratively with a wide variety of people.

**Details:**

Time/Hours: Full-time, including some evenings and weekends

Reports to: The Communications Manager will report to the Director of Development and Communications

Supervises: Public Education Coordinator and contract/volunteer communications professionals.

Please contact Kim Gasper with a cover letter stating why you think you are the right fit for this position, and how you can add value to our team and our mission. Please include your resume as well: [info@cultivatekc.org](mailto:info@cultivatekc.org)

**Salary Information:**

Salary: Competitive salary based on commensurate experience, stipend for health insurance, a great work environment that connects you to the food system in Kansas City.