

Massachusetts Avenue Project
Communications Manager

Commitment: Part-time, 20 hours/week

Application Deadline: Rolling until filled

Location: In office at 387 Massachusetts Avenue, with some flexibility for remote work

Compensation: \$30,000-35,000 based on experience

Experience: Minimum of 2 years of related experience required

The Massachusetts Avenue Project (MAP) is a food justice organization in Buffalo, NY, working to identify and dismantle systemic forms of oppression in the food system through our programmatic and advocacy work. MAP strives to build a workplace that includes paid positions for people from traditionally underrepresented groups and is committed to building a diverse and inclusive staff that reflects the communities we serve. We encourage qualified members of diverse communities to apply. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, or age.

Position Title: Communications Manager

Reports to: Development Director

Organization Summary: The mission of the Massachusetts Avenue Project (MAP) (www.massave.org) is to nurture the growth of a diverse and equitable community food system to promote local economic opportunities, access to affordable nutritious food and social change education. MAP operates an urban farm, a city-wide Mobile Market Program to improve nutritious food access, a commercial kitchen to support microenterprise development and community education and a year round youth employment and training program in urban agriculture and food systems. We work to build partnerships and coalitions to advocate for food system change in support of health and food equity and environmental justice. MAP values creativity and cooperative principles and team problem solving.

Position Summary: The Communications Manager will work closely with MAP's Development Director to oversee, develop and implement effective internal and external communication strategies. Duties will include managing external communication channels like social media platforms, company website and media relations, writing copy for e- newsletters, print media and other external communications, working closely with team members to gather stories and data to effectively communicate the work and impact of MAP in the community, and managing a cohesive branding and messaging strategy across all written and visual marketing materials.

The Communication Manager will:

- Deploy clear and concise messaging by integrating the MAP's strategic communications plan into written and spoken communications to target audiences. Develop visual and brand consistency across communications.

- Create public-facing promotional and informational materials, working with all forms of media, including but not limited to: press releases, quarterly e-newsletters, digital campaigns, print materials, social media, audio and video.
- Track communication metrics monthly (including website, e-newsletter and social media analytics) to monitor the effectiveness of various communication strategies. Deliver quarterly reports on metrics.
- Create and update style guides and brand voice outlines to ensure all organization materials have consistent and positive messaging and branding.
- Lead an editorial team to manage all public-facing content by working closely with MAP staff to collect content and stories that illustrate MAP's impact from different target audience perspectives. Implement and enforce communication deadlines.
- Develop and facilitate relationships with media outlets and create press kits to support communication goals.
- Draft press releases and manage interview requests.
- Regularly edit and update MAP website and assist with annual appeals.
- Consult with executive management to develop effective communication procedures and policies for various situations or crises, as needed.
- Assist with branding refresh strategy.

The ideal candidate has:

- 2+ years experience in Communications, including experience managing a team.
- Exceptional communication abilities, including storytelling, writing, speaking and active listening.
- In-depth knowledge of best writing and messaging practices for public relations, advertising, marketing and sales copy and social media.
- Experience with Mailchimp, Google Analytics, Facebook MetaBusiness Suite, Canva, website management and CRM systems. Familiarity with Little Green Light and Wordpress is a plus.
- Ability to effectively engage with team members, youth and community stakeholders to gather data and stories to demonstrate program impact.
- Great project management skills, including time management, goal-setting, multitasking and prioritization.
- Good data analysis, problem-solving, critical thinking and listening skills.
- Excellent organization skills.
- A world view that includes increasing equity, beauty, and justice

To apply please send a cover letter, resume and two references to:

Diane Picard at dpnoc@mass-ave.org