

Job Title: Social Media & Communications Coordinator

Location: On-site (Farm-based)

Position Type: Full-Time

Rate: \$22-\$25/Hour (Based on Experience)

Schedule: Includes nights and weekends as needed

About the Role

We are seeking a creative, organized, and detail-oriented **Social Media & Communications Coordinator** to join our team full time. This is an on-premise position that plays a key role in telling the story of our farm, engaging our community, and promoting our events, programs, and seasonal offerings across digital and print channels.

This role is ideal for someone who thrives in a fast-paced, seasonal environment, enjoys being hands-on, and is comfortable working nights and weekends when events or peak seasons require it.

Key Responsibilities

Social Media Management

- Manage and execute daily content across social media platforms (Instagram, Facebook, TikTok, etc.)
- Capture on-site photos and videos of farm life, events, food, and seasonal moments
- Write engaging captions aligned with the farm's voice and brand
- Monitor messages, comments, and community engagement
- Track performance metrics and adjust strategy as needed

Communications & Marketing

- Assist with marketing campaigns for events, retail, CSA, and seasonal programs
- Support signage, flyers, and on-site messaging

- Maintain a consistent brand voice across all platforms

Event Support

- Promote on-farm events before, during, and after
- Provide live or same-day social media coverage when needed
- Work nights and weekends during events and peak seasons

Collaboration

- Work closely with retail, events, hospitality, and farm teams
 - Stay informed on what's happening across the farm to ensure timely communication
 - Contribute creative ideas for campaigns, content series, and storytelling
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Qualifications

- 1–3 years of experience in social media, communications, or marketing
 - Strong writing skills with attention to tone and clarity
 - Comfortable with photography and short-form video
 - Familiarity with social media scheduling and analytics tools
 - Organized, reliable, and able to manage multiple deadlines
 - Comfortable working outdoors and in a seasonal, farm-based environment
 - Availability for nights and weekends as required
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What We Offer

- Creative, dynamic work environment
- Opportunity to shape the voice and storytelling of a well-loved farm
- Work that changes with the seasons—no two weeks are the same
- Full benefits package