



Marketing Coordinator

Job Description

Small Places is a 501c3 that uses high impact urban farms to provide and foster the tools to cultivate health at every level for every person regardless of age, income, race, gender, or circumstance. Located just 3.5 miles east of downtown in the historic 2nd Ward, Small Places' first urban farm, Finca Tres Robles grows seasonal fruits, vegetables and herbs on 1.5 acres. Using intensive growing methods and following organic practices, our farm is one of the only sources of sustainable, fresh, and local produce on Houston's East Side. As a community-driven farm uniquely striving to keep 100% of our produce within 3 miles of the farm, we have developed community outlets and relationships distributing our produce through a 10-month CSA, an onsite farm stand, and several community distribution points.

We are seeking a dynamic, self-starter to assist in implementing our marketing plan and strategies. As the Market Coordinator, you will collaborate with Small Places Directors and Staff to manage the various social media outlets and marketing tools used by Small Places and their farm, Finca Tres Robles. The continued growth of the organization will require insightful, efficient and effective marketing to ensure the unique happenings of the farm can reach the right audiences in Houston. This will include helping the farm make some big announcements in the year ahead. The role will be a very creative position with the ideal candidate having the ability to generate high-quality, creative content within our organizational message and brand framework.

This position provides a unique opportunity to have a meaningful impact with an exciting organization committed to ensuring agriculture plays a central role in the future of one of the largest cities in the country.

Responsibilities

- Contribute to everyday marketing and social media activities including creating content, sharing posts, audience engagement, monthly newsletters and communicating marketing activities to rest of the team;
- Compile and manage email newsletter campaigns and contribute on occasional posts to the online blog.
- Establish, implement, and maintain a Quarterly Marketing Plan to meet our weekly, monthly, and quarterly goals.
- Assist in designing and developing graphics and materials to promote farm events, classes, and activities.
- Review and analyze marketing data to improve effectiveness and increase engagement.
- Identify and coordinate with partners and staff to organize joint marketing activities and collaborations.
- Articulate Finca's organizational values through our social media and digital presence.
- Be creative, take risks, observe what other pages are doing that we can learn from.
- Responsible for maintaining good marketing practices according to company standards.
- Contribute to farm tasks as necessary (or desired) to understand flow and work of the farm

Commitment:

- 12 months (Q1 2023- Q1 2024)
- 10-20 hours per week; hybrid (exact details are on a case-by-case basis)

Requirements:

- Committed to diligence, accountability, and intentionality with a strong sense of consistency and care.
- Ability to work effectively with others.
- Familiarity with AP Style and knowledge of a written style guide to maintain consistency.
- Have reliable access to a computer, smartphone and transportation is required.
- Proficiency in MS Office/Google Apps, MailChimp and Canva/Adobe Illustrator is required. Web/graphic design experience is a plus.
- Background in Marketing, Communications or Writing/English (a plus but not required)
- Speak and write in English/Spanish (required).

Compensation:

- \$20-25.00/hr DOE
- Weekly Farm Share