



Marketing Coordinator (part-time)

About Us

Small Places is a 501c3 that develops farms to upend systemic inequalities in health at the neighborhood level. Our farms are a part of the fabric of the communities we exist in, providing convenient, affordable access to high quality foods and a safe and welcoming space for our neighbors.

Our first farm, *Finca Tres Robles* (Spanish for “3 Oaks Farm”), located just 3 miles east of downtown in the historic 2nd Ward is one of the only urban farms in Houston’s urban core and 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 store, and subsidized distributions directly to community partners and neighbors. As a community space, we also host regular community events and educational opportunities such as field trips and classes.

Finca Tres Robles will be an unduplicated amenity in our community providing long-term and consistent access to fresh produce. Having recently signed a historic 40-year lease on 1.5 acres in partnership with Harris County, our new Community Farm and Farm Store will have newly opened up in April of 2025. 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.

To read more about our mission and our work, please visit smallplaces.org

Job Description:

Small Places is seeking a dynamic, self-starter to assist in implementing our marketing plan and strategies. As the Marketing Coordinator, you will collaborate with Small Places Directors and Staff to manage the organization’s social media channels and marketing tools. The continued growth of the organization will require efficient and effective marketing to ensure the unique happenings of the farm can reach the right audience in the East End and Houston more broadly. 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 with laser-focused attention to detail.

Responsibilities:

As Marketing Coordinator, your responsibilities will include, but will not be limited to:

- **Execute Daily Marketing Tasks** – Manage and implement the farm’s digital marketing strategy, including social media management, email newsletter campaigns, and audience engagement.
- **Content Creation & Storytelling** – Compile and manage email marketing campaigns, conduct interviews, and develop blog content that highlights the farm’s work and impact.
- **Strategic Planning & Reporting** – Develop and present quarterly marketing plans, participate in weekly and quarterly meetings, and track key performance indicators.

- **Graphic Design & Promotions** – Assist in creating graphics and promotional materials for farm events, classes, and activities.
- **Marketing Data & Insights** – Analyze engagement metrics, website traffic, and campaign performance to refine strategies and maximize impact.
- **Collaboration & Partnerships** – Identify and coordinate with partners, farm staff, and external stakeholders for joint marketing efforts and collaborations.
- **Brand Messaging & Social Media Presence** – Articulate and maintain Finca’s organizational values through engaging, high-quality content across social platforms.
- **Support for Small Places** – Manage and post content 5–7 times per week on Small Places’ social media channels.
- **Creativity & Trend Awareness** – Stay informed on digital marketing trends, take creative risks, and adapt strategies based on industry best practices and competitive insights.
- **Marketing Best Practices** – Maintain brand consistency and uphold marketing standards in alignment with organizational goals.
- **Farm Engagement & Understanding** – Participate in occasional farm activities (as needed or desired) to better understand the work and culture of the farm.

Qualifications and Experience – preferences:

- 1-2 years of experience in digital marketing, content creation, and social media management.
- Passionate about good food access and community development.
- Strong writing, storytelling, and communication skills.
- Proficiency in design tools (Canva, Adobe Suite, etc.).
- Familiarity with email marketing platforms (Mailchimp, Constant Contact, etc.).
- Ability to analyze marketing metrics and adjust strategies accordingly.
- Able to self-direct and carry out tasks independently.
- Well organized with attention to detail and proven ability to multi-task.
- Ability to meet deadlines.
- Reliable mode of transportation.
- Bi-lingual (English and Spanish).

Schedule and Pay:

- This is a part-time role, ~15-20 hours/week
- \$18-22/hr – based on previous experience and evolving scope of role

The statements contained in this job description are not necessarily all-inclusive; additional duties may be assigned and requirements may vary from time to time.

To apply, please go to our website: <https://www.smallplaces.org/careers/>.