

## Communications & Marketing Coordinator (full-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.

Our Community Farm is an unduplicated amenity in our community providing a unique space for neighborhood residents, friends, and visitors to connect with their food, their place, and each other. Having signed a historic 40-year lease on 1.5 acres in partnership with Harris County, our new Community Farm, Pavilion, and Education Center are critical to our work to build a healthier, more resilient neighborhood.

To read more about our mission and our work, please visit [smallplaces.org](http://smallplaces.org)

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### Job Description:

**Small Places** is seeking a dynamic, self-starter to lead our communications, marketing, and engagement. As the Communications & Marketing Coordinator, you will lead implementation of the organization’s communications strategy and manage the digital and physical marketing to further engage our communities. The continued growth of the organization will require efficient and effective communications to ensure the unique happenings of the farm can reach the right audience in the East End and Houston more broadly. The role will be essential in growing the reach of the organization through increased visibility and engagement and will collaborate closely with our grant funded Marketing Consulting Team to improve internal systems and our digital presence.

### Responsibilities:

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

- **Communications Strategy & Planning** - Develop and present quarterly and annual communications plans to ensure alignment of messaging across all nonprofit activities and promotions.
- **Website & Digital Communications** - Maintain all digital communications including up-to-date and effective web presence, social media platforms, and email systems and audiences.
- **Narrative & Storytelling** – Implement Storytelling and Messaging Strategy across channels including digital marketing and fundraising content to highlight our work and impact.

- **Consulting Collaboration** - Collaborate with and support the Marketing Consulting team and corresponding projects to help guide their allocated time and resources to ensure on-time completion of deliverables and deadlines.
- **CRM Support** - Support the management of the Neon CRM system to ensure all relevant communications data is collected by the CRM and can be fully leveraged to support robust communications, donor retention, and community engagement.
- **Data, Reporting, & Insights** – Track and analyze data and metrics including engagement, website traffic, and campaign performance to refine strategies and maximize impact.
- **Graphic Design & Promotions** – Create graphics and promotional materials for farm events, classes, and activities that align with the established Branding
- **Brand & Marketing Best Practices** – Maintain brand consistency and uphold marketing standards in alignment with organizational goals.
- **Collaboration & Partnerships** – Coordinate with partners, farm staff, and external stakeholders for joint marketing efforts and collaborations.
- **Creativity & Trend Awareness** – Stay informed on digital marketing trends, take creative risks, and adapt strategies based on industry best practices and competitive insights.
- **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:**

- 2-5 years of experience in digital/traditional marketing and communications management.
- Passionate about good food access and community development.
- Strong writing, storytelling, and communication skills.
- Entrepreneurial spirit is a must; experience working with a start-up is a plus.
- Familiarity with CRM and Digital marketing platforms (Neon CRM, WordPress, Social Media platforms etc.).
- Proficiency in graphic design and video editing tools (Canva, Adobe Suite, etc.).
- Ability to analyze communications metrics and adjust strategies accordingly.
- Systems + process-oriented with experience creating SOP's, checklists, and accountability measures.
- Able to self-direct and carry out tasks independently.
- Well organized with attention to detail and proven ability to multi-task.
- Thrives in working toward meeting and exceeding revenue and operational goals.
- Bi-lingual (English and Spanish) is preferred but not required.
- Ability to meet deadlines.

#### **Schedule and Pay:**

- \$42,000 - 50,000 annualized salary
- Health Reimbursement Account, 3 Weeks PTO (pro-rated), fresh produce

*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 send resume and cover letter to [dgarciaaprats@smallplaces.org](mailto:dgarciaaprats@smallplaces.org) with “Communications & Marketing Coordinator” as the subject.