

Grayson LandCare Job Description

Title: Marketing & Technology Coordinator
Position: Part Time, Contract
Reports to: Executive Director

Hours: 20-40/hrs a month (flexible)
Salary: \$15-20/hr
Location: Remote

About Grayson LandCare:

Grayson LandCare (GLC) is a member driven organization focused on promoting the triple bottom line of economy, environment, and community. Projects led by the membership include Food Independence, the Free Market, Independence Farmers Market, the Grayson County Permaculture Group, and Independence Elementary School Garden, among other initiatives.

GLC's mission is three-pronged:

- Advocate solutions for the community of Grayson County, Virginia and the surrounding area.
- Increase the productivity and expand economic opportunities for local farmers, forest owners, and other citizens.
- Practice sustainable and equitable management of natural resources and the environment.

Learn more about Grayson LandCare: <https://graysonlandcare.org/about-us/>

Job Summary:

The Marketing & Technology Coordinator will be responsible for the planning, development, and implementation of all of Grayson LandCare's marketing strategies, marketing communications, and public relations activities, while working closely with the executive director and project leadership to execute the mission of the organization.

Primary Duties and Responsibilities:

The Marketing & Technology Coordinator will primarily be responsible for the following.

- Creating, Implementing, and Measuring the success of a Marketing Strategy for GLC.
- Working with the individual project leadership on marketing to increase awareness of their projects.
- Elevate the perception of Grayson LandCare in the community through a variety of communication channels.
- Effectively manage and monitor the organization's website, monthly newsletter, and social media platforms.
- Develop print material for GLC and its projects as needed.
- Provide regular updates to the Board of Directors.
- Promote meetings and events sponsored by GLC.
- Assist with the organization and promotion of the Annual Member Meeting in October.
- Other duties as assigned.

Required Characteristics:

Grayson LandCare does not discriminate based on race, religion, sex, age or political persuasion. It places special emphasis on skills, traits, and experience it believes will help achieve the mission of the organization and the candidate.

Examples of the desired skills, traits, and experiences include:

- Commitment to the mission of the Organization.
- Familiar with non-profit marketing.
- Good communication & professional skills – written, interpersonal, and public.
- Proficiency in social media platforms, WordPress, MailChimp, Canva or ability to quickly learn these programs.
- Experience with printed and web material design.