



January 2025

Position: Marketing and Communications Coordinator

Terms: Full-time, hourly, \$18.50/hour

Reports to: Director of Administration and Development

As a nonprofit urban farm nestled in the heart of the beautiful Clifton Hills neighborhood, just outside downtown Chattanooga, Crabtree Farms has been a beacon of sustainable farming practices and community connection since 1998. Our mission is to **expand access to locally grown food, provide farm-based educational opportunities, and cultivate community.** We achieve this mission through:

- **Growing Food:** Through employing sustainable practices, we cultivate produce for the greater Chattanooga area while ensuring respectful land stewardship.
- **Supporting Local Producers:** We promote and sell products from other local farmers, artisans, and producers, fostering a vibrant local economy.
- **Community Engagement:** Through free events, educational activities, potlucks, and classes, we create a space for around 3,500 community members annually to grow, learn and connect.
- **Education:** Welcoming thousands of youth and adults to engage in farm and garden-based educational activities each year and providing experiential learning opportunities through the volunteer, workshare, and internship programs.
- **Food & Land Access Initiatives:** The *Crabtree Community Garden* and the *Mary Navarre Moore Emerging Farmer Mentorship* programs which provide free land access and resources to historically underserved communities.

Position Overview: The Marketing & Communications Coordinator is an essential role at Crabtree Farms, focusing on managing on-site events, facility rentals, and supporting our strategic initiatives through marketing and graphic design expertise. This position works closely with the Director of Administration and Development, coordinating public relations, marketing efforts, and event logistics to amplify our impact in the community.

Essential Duties and Responsibilities

Public Relations & Communications:

- Serve as the first point of contact for farm inquiries via phone, website, email, and social media, managing and routing requests to appropriate staff.
- Collaborate within the communications team to seek, coordinate, and track media opportunities across platforms including print, radio, and TV.

- Develop and coordinate content and visuals for the weekly e-newsletter, social media, website, and special announcements, ensuring consistent branding and messaging.
- Support the creation of annual funds development and donor campaigns to boost engagement and revenue.
- Represent Crabtree Farms at community events, showcasing our mission and values to build relationships and awareness.

Special Events Management:

- Coordinate on-site event logistics for major events like the 100 Dinner, Fall and Spring Plant Sales & Festivals, and other special events, including the development of event playbooks and vendor coordination.

Evelyn Center Coordination:

- Market and manage rentals of the Evelyn Center (E.C.) to maximize space usage and revenue by engaging targeted audiences.
- Oversee the E.C. master calendar, facilitating contract negotiations and event planning in collaboration with other departments.
- Serve as the primary point of contact for all rental-related needs, ensuring seamless event execution and addressing any upkeep or maintenance issues promptly.

Administrative Support:

- Provide general support to the Director of Administration and Development, including handling errands, bank deposits, and data entry.
- Support donor activities and data management to help maintain donor relations and streamline fundraising efforts.

Required Skills & Experience:

- Proficiency in graphic design software, word processing, spreadsheets, data management systems and basic social media functions is essential; must be quick to adapt and learn new technologies as needed.
- Demonstrated project management skills, especially in handling multifaceted projects and engaging with diverse audiences.
- Professional demeanor, good judgment, and the ability to work both independently and collaboratively in a goal-oriented, team environment.

Competencies:

- Passionate about Crabtree Farms' mission and values, with a strong commitment to professional growth.
- Self-motivated and disciplined, with a proactive approach to problem-solving and solution implementation.
- Effective communicator with strong written and verbal skills; proficiency in Spanish is a preferred.
- Ability to stay focused under pressure, manage timelines, and handle time-sensitive tasks effectively.

This is an exciting opportunity for an organized, creative individual who excels in marketing and communication to help Crabtree Farms grow its community presence and mission-driven impact.

Work Environment:

- Requires some weekend and evening hours.
- A highly dynamic environment with a wide variety of deadlines and diverse array of contacts.
- Ability to work at a desk and computer for extended periods of time.

To Apply:

- Fill out the form on our website for the “Marketing & Communications Coordinator” position. You will need to upload a pdf of your Cover Letter & Resume.
- For any questions or if you encounter any issues, please email director@crabtreefarms.org

Additional Benefits:

- Access to health benefits at 50% cost match
- Fresh seasonal produce
- Select paid holidays
- Up to 10 days paid vacation; normal vacation regulations apply
- Simple IRA with employer match program

Crabtree Farms is an Equal Opportunity Employer. The Company provides equal opportunity to all its employees and applicants for employment, ensures nondiscriminatory treatment in all aspects of personnel policy and procedure, and maintains compliance with applicable laws and regulations.

