TERMS OF REFERENCE

Title: Communications Coordinator

Location: Apopka, Florida (remote during COVID restrictions) and 35% travel to office locations throughout the state.

Duration: Full Time for 2 years (extension dependent on funding)

Reporting to: General Coordinator – Farmworker Association of Florida

Are you passionate about climate change and climate justice? Do you have Communications skills and experience and a commitment to a just transition for people of color and rural farmworker communities? The Farmworker Association of Florida, Inc. is seeking a strategic and experienced Communications Coordinator to lead our communications work, to amplify the voices of our community members, and to drive a transformative narrative and communications efforts for climate justice.

Who We Are

The Farmworker Association of Florida (FWAF) was established in 1983 and is a statewide, grassroots, community-based, non-profit, social justice organization with over 10,000 Ethnically diverse members statewide and five offices in agricultural communities in South and Central Florida. We work in communities composed of low-income, Latinx and other ethnic-minority, migrant, and seasonal farmworkers, many of whom are documented or undocumented immigrants, with little or no formal education, and who speak little if any English. The membership is 94% Latinx (predominately Mexican and Central American), 3% Haitian, and 3% African American. Approximately 60% are undocumented and approximately 40% are women.

Our core work encompasses leadership development, capacity building, and organizing for immigrants’ rights, health and safety related to pesticide and heat exposure, worker justice, civic engagement, agroecology and food sovereignty, and community-based research. You can learn more about our history, mission, and programs at www.floridafarmworkers.org.
Communications Coordinator Job Description
Climate change is an existential crisis affecting the planet, and farmworkers in the U.S. are among the most vulnerable population to climate change impacts in our country. Agriculture and our food system play a major role in contributing to the greenhouse gases responsible for climate change, while also exploiting the health and safety and lives of farmworker families. Climate Justice is a major focus of the Farmworker Association of Florida, and over the next two years, we aim to build a powerful communications strategy effort to drive short-term results and shift the larger narrative landscape for climate justice. A key role of the Communications Coordinator is to build a robust communications platform through messaging and communications strategies, by telling farmworkers’ stories and engaging in creative communications collaborations that help to build long-term communications infrastructure to achieve the greatest impact. Working as part of the team and creating a collaborative environment to reach internal and external communications goals is paramount.

The Communications Coordinator must be a strong writer and strategic thinker with some organizing experience with frontline, grassroots communities and social justice movements. The candidate must have experience balancing urgent needs with long-term goals, keeping multiple projects moving, and collaborating with partners both inside and outside the organization. Additional qualities of the Communications Coordinator include someone who is highly collaborative, creative, consistent, well-organized, and with good planning, and implementation skills. As part of the Communicating our Power Fellowship the position offers an important mentorship/development program in collaboration with other strategic partners.

The Communications Coordinator must have a deep understanding and commitment to the farmworker movement, and become a part of our team to helps us achieve mission impact, grow our influence and funding, and advance movement narratives for a just transition to a regenerative economy. This position has dedicated funding for two-years, with a commitment to identifying long-term, continuing funding.

Responsibilities

Organizational and Programmatic Communications

- With support through the Communicating Our Power fellowship program and in partnership with the FWAF General Coordinator, develop a comprehensive communications plan that raises the profile and visibility of the organization, and amplifies the organization’s stories and campaigns in earned and creative media that expands our reach with key audiences.
Organization-wide coordination and oversight of all communications platforms.

- Build relationships, and maintain current contacts with key reporters, bloggers, artists and allies; pitch stories, provide original op-eds, presentations and proposals for optimum advocacy and rapid response across all platforms, including digital and earned media, publications, and events.

- Manage the communications for FWAF’s 40th year anniversary (2023), including the comms budgeting, staff support for all 5 offices, developing the annual report, incorporating photography and collateral materials.

- Coordinate our social media presence across platforms in collaboration with area organizers.

- Collaborate and manage up-to-date messaging on our website

- Manage and increase our email lists – maintaining database in our CRM and support for each office and across audiences so that communications are directed to appropriate viewers.

- Draft and disseminate press releases in response to current events related to the work of the Farmworker Association of Florida

- Draft and send out action alerts as needed when events or calls to action are required.

- Develop and maintain an organization-wide editorial calendar to support consistent content and aligned narratives across campaigns, channels, and communications

- Ensure all communications help grow FWAF’s brand with cohesive visuals, audio and storylines.

- Assist in development of an annual report and its distribution

- In collaboration with the Communications Committee and the General Coordinator, support and facilitate fundraising activities, events and or campaigns.

- Oversee one full or part time employee and possible Americorps or other volunteers as the needs & opportunities arise.

- Maintain and develop a photo library.

- Manage appropriate vendors (printers, creative, facilitators etc.)

- Craft a narrative documenting and uplifting the stories of our farmworker communities in how they are affected by climate change.

- Participate in evening and weekend activities, as needed and appropriate.

**Qualifications**

- Preferred BA or higher in related field or equivalent work experience in communications, advocacy and social justice organizing.

- 5-7 years or more experience in organizational or campaign communications, PR, production, and editorial writing.

- Working knowledge of English and Spanish is required. Working knowledge of Haitian Creole is a plus.

- Commitment and demonstrated practice to racial, gender, economic and climate justice
Creative thinker. Experience managing creative employee/community/partner engagement programs.

Confident and mature communicator. Strong written, oral communication, and presentation skills.

Excellent writer and strong storyteller with the ability to create compelling, clear, and concise narratives in support of our mission and our movement.

Exceptional attention to detail and ability to effectively multi-task in a deadline driven environment; flexible in meeting deadlines and urgent requests; clear about capacity needs and boundaries.

Excellent project management skills; able to prioritize between numerous high-stakes projects and responsibilities.

A thorough understanding of the work being advanced in the climate justice arena, including Just Transition and regenerative economy movements.

The ability to self-start in a high performing, creative environment and engage collaboratively as a member of a diverse team; proven ability to work independently, as well as in close coordination with a dynamic team.

Preferred experience using data and metrics to measure impact, actively learn, and determine improvements

Skilled in Google suite, Microsoft Suite, Excel, PowerPoint, and Office 365

Experience with data base software, and CRM systems a plus

Experience with video, photography, and videos for social media a plus

**Compensation:**
This is a full-time, exempt position. We are an in-person team located in Florida. This position will be expected to travel (with COVID-care) approximately 35% of the time. The salary range for this position is commiserative with experience: $50-70,000 per year plus benefits, including insurance, paid vacation after one-year, comp time accrual flexible schedule. FWAF is an equal opportunity employer and strongly encourages members of our community, indigenous leaders, leaders of color, women, and those who identify as LGBTQI to apply.

**Application Procedure:**
Interested candidates should submit the following documents, clearly stating **Communications Coordinator** in the Subject Line to:
info@floridafarmworkers.org
before 9am on 1 March 2022.

Applications should include:
- Up-to-date CV
- Sample work (as links or file attachment) writing samples, press releases and/or social media portfolio pages or other examples or past work
- At least 2 contacts for reference purposes