

Digital Communications & Media Relations Manager Farm Aid



Farm Aid is a national nonprofit whose mission is to cultivate a vibrant and just family farm-centered system of agriculture in the United States. Through our annual music festival, grant funding, public education, activism, direct service, and strategic partnerships, we amplify the voice of family farmers, connect farmers to resources and to eaters, and invest in efforts that bring lasting, positive change to the farm and food system. We work to empower farmers and eaters alike to participate in a democratic, just, and sustainable agriculture.

Farm Aid is at an energizing moment: a milestone 40th anniversary in the rearview, a growing team, and excitement about what comes next. Our communications work is central to all of our work. We reach a vast and varied audience, from people who showed up for the music and stayed for the mission, to farmers seeking help, to advocates and policymakers shaping the future of food.

WHAT YOU'LL DO

Reporting to the Online Marketing Senior Director, the Digital Communications and Media Relations Manager is Farm Aid's voice online and in the press. This role combines consistent execution across social media, email, and the web with front-line media coordination and on-the-ground storytelling at our annual festival. It calls for someone who is genuinely at home on social media, can hold a high volume of varied responsibilities, and brings creativity and initiative to a close-knit, mission-driven team.

Create and manage compelling digital content that drives engagement and community building.

- Own Farm Aid's presence across all social channels (e.g., Facebook, Instagram, Threads, X, Bluesky, LinkedIn and TikTok).
- Create, schedule, and post content aligned with organizational priorities and an editorial calendar.
- Build and maintain relationships with partners and supporters across platforms; engage actively with our community by responding to comments, messages, and mentions.
- Track engagement metrics and use data to identify trends and measure effectiveness of messaging.
- Manage paid social advertising on Meta and other platforms, including setting up, monitoring, and optimizing campaigns.
- Build and send biweekly newsletters and other email communications using Campaign Monitor, curating content from team members and the field.
- Publish content to farmaid.org using WordPress, including press releases, stories, festival updates, and visual refreshes, following SEO and accessibility best practices.
- Partner with development team to better leverage digital communications in fundraising.
- Coordinate responses to general inquiries through the organization's public-facing email inboxes
- Maintain Farm Aid's photo and video archive.

Coordinate press, earned media, and public storytelling to broaden Farm Aid's reach.

- Serve as the first point of contact for incoming media inquiries: triage requests, coordinate scheduling, and manage logistics in collaboration with Farm Aid staff and our external PR agency.
- Monitor news related to agriculture, food, and farmers for opportunities to inform our audience and pursue earned media.
- Develop story pitches that highlight Farm Aid's work, individual farmers, and the issues at the center of our mission.
- Track Farm Aid's media exposure and identify opportunities for op-eds, letters to the editor, and proactive outreach.
- Serve as an on-the-ground storyteller during festival week, creating real-time social content that captures the energy of the event and the farmers and food at its heart.
- Support Farm Aid's annual festival communications from announcement through post-event, including festival-period emails, photo and video archiving, and mobile app content.

WHO YOU ARE

- **You are a genuine supporter of Farm Aid's mission.** You care about family farmers, healthy food, and strong rural communities. A background in or demonstrated affinity for the food, farm, or environmental movement is essential.
- **You are a social media maven.** You bring with deep fluency for how platforms work and what makes content land. You have experience managing multiple social media accounts, personal or professional, with a focus on engagement and community building.
- **You are media savvy with a baseline understanding of public relations.** You can triage and respond to media inquiries independently, recognize a strong story angle, and coordinate effectively with press and an external PR agency.
- **You are a strong, versatile writer.** You adapt your tone across audiences and formats, from a casual social caption to a press pitch to a donor-facing email, while keeping the organization's voice consistent and intact.
- **You are organized and self-directed.** You manage multiple priorities and workstreams simultaneously without losing the thread, and bring sound judgment about when to act independently and when to loop in your manager.
- **You are a collaborative team member.** You work effectively across departments, draw on what colleagues are producing, and carry it across channels without losing momentum or quality.
- **You are an expert using digital tools.** You have experience with CMS (WordPress or equivalent), email platforms (Campaign Monitor or equivalent), and Meta Business Suite. Familiarity with social scheduling tools, Canva, Adobe Creative Cloud, or video editing is a plus. You pick up new platforms with ease.

COMPENSATION, LOCATION, AND TRAVEL

The salary range for this position is \$70,000 to \$74,000. Benefits include 100% health insurance premium coverage (for up to full family coverage, ranging in value of up to \$30K+ annually depending on family size); 20 days (4 weeks) of paid vacation; 10 days paid sick and excused time; 2 civic engagement days; 11 holidays & general office closure from December 24 through January 1; option to participate in company IRA, FSA and Employee Assistance plans; longevity bonus program rewarding each year of service and a paid, twelve-week sabbatical after seven years of service; as well as an exciting work environment with smart, passionate people seeking to make change in our food and farm system.

Farm Aid operates in a hybrid environment with one physical office in Cambridge, MA. This position may work full-time from our office, hybrid, or fully remote. Candidates based in or near the Boston area are particularly encouraged to apply.

This position requires travel to Farm Aid's annual festival and may involve occasional additional in-person time for events and team gatherings. Festival-related work can be physically demanding, with long hours and setup and breakdown of supplies.

TO APPLY

Please [apply here](#) with 1) a thoughtful cover letter explaining why this opportunity interests you and 2) your resume, 3) a relevant digital work sample, such as an email newsletter or social media post. We review applications on a rolling basis and strive to respond to applicants within two weeks.

Farm Aid is an Equal Opportunity Employer. We believe a diversity of voices leads to better discussions, decisions, and outcomes for everyone. Farm Aid does not discriminate against any team member or candidate because of race, creed, color, religion, gender, sexual orientation, gender identity/expression, national origin, disability, age, genetic information, veteran status, marital status, pregnancy, or any other basis protected by federal, state, or local law.

Farm Aid has retained DH Search to support the hiring of a Digital Communications and Media Relations Manager. DH Search is a national search firm that works exclusively with nonprofits and mission-driven organizations to recruit and hire extraordinary people. Learn more at www.dhsearch.net.