

**The Federation of Southern Cooperatives/
Land Assistance Fund**

www.federation.coop
Public Relations and Fundraising Office
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FEDERATION OF SOUTHERN COOPERATIVES/LAND ASSISTANCE FUND

Director of Communications & Member Relations

The Director of Communications & Member Relations reports directly to the Executive Director and is responsible for developing and guiding the strategy for all communications, website, and public relations messages and collateral to consistently articulate the organization's vision and mission. The Director of Communications & Member Relations will ensure that the organization is viewed as the primary source, disseminator, and conduit of information within its diverse network and membership base – including, but not limited to, black farmers and landowners, cooperatives and rural communities in the south. The Director of Communications & Member Relations will work closely with the Executive Staff and within the organization as the communications partner on a variety of strategic initiatives, including membership engagement, tracking and development.

Responsibilities

- Develop, implement, and evaluate the annual communications plan across the organization's network in collaboration with the Executive Team, staff and membership.
- Lead the generation of online content that engages the membership, partners and supporters and leads to measurable action. Decide who, where, and when to disseminate.
- Put communications vehicles in place to create momentum and awareness as well as to test the effectiveness of communications activities.
- Manage and/or coordinate webpage maintenance—ensure that new and consistent information (article links, stories, and events) is posted regularly.
- Track and measure the level of engagement within the membership and network over time

- Manage the development, distribution, and maintenance of all print and electronic collateral including, but not limited to, newsletters, brochures, annual reports, e-newsletters and the organization's website.
- Play a lead role in coordinating and organizing annual meetings that engage the membership, staff, partners, supporters and the public.
- Manage all media contacts.
- Develop and manage membership contacts, baseline information and a platform to constantly engage them (the membership).
- Assist and/or support development efforts and donor relations, including proposal writing.
- Plan a vital support role in other organizational events and meetings.
- Develop and lead strategy for posting content for the organization's Twitter, Facebook, Instagram and LinkedIn Account.
- Utilize social media marketing tools to create and maintain the organization's brand.
- Setting key performance indicators (KPIs) for social media campaigns, such as targets for a certain number of shares or likes and measuring a campaign's performance against the KPIs.
- Coordinate interaction with members, supporters, and other stakeholders via the organization's social media accounts.

Qualifications

The Federation of Southern Cooperatives/Land Assistance Fund is seeking an accomplished Director of Communications & Member Relations who has 5-10 years of communications experience, ideally in an "in-house" leadership role within a complex social justice nonprofit and/or membership-based entity, and covering areas such as website content, newsletters, and member & donor communications. The ability to take knowledge and transform it into exciting and useful messages and disseminate it to the right audiences through the best distribution channels is critical.

- Highly collaborative style; experience developing and implementing communications strategies.
- Excellent writing/editing and verbal communication skills.
- A strong track record as an implementer who thrives on managing a variety of key initiatives concurrently.
- Experienced in copywriting, digital content creation, and website management.
- Relationship builder with the flexibility and finesse to "manage by influence."
- High energy, maturity, and leadership with the ability to serve as a unifying force and to position communications discussions at both the strategic and tactical levels

- Sincere commitment to work collaboratively with all constituent groups, including staff, board members, volunteers, donors, program participants, and other supporters.
- Self-starter, able to work independently, and entrepreneurial; enjoys creating and implementing new initiatives.

To Apply, please email info@federation.coop with the subject line:

Director of Communications Applicant- [insert last name]

Please send a cover letter, including the position(s) for which you are applying, reasons for your interest in leading non-profit communications strategy, along with a resume to info@federation.coop