



Communications Lead

Job Announcement

Posted: December 5, 2024, Closing: January 15, 2025

Position Summary

The person in the Communications Lead position will hold the strategy for all of the Agroecology Fund's (AEF) communications, and manage all consultants needed to support AEF comms (designers, photographers, media, writers, social media, etc). The Communications Lead will be responsible for project management on all AEF comms components.

About the Agroecology Fund

The Agroecology Fund (AEF) is a multi-donor fund supporting agroecology movements worldwide. The Fund aims to support resilient food systems, promote the economic and nutritional well-being and human rights of small farmers and Indigenous Peoples and their communities, strengthen biodiversity conservation and mitigate climate change through low-input agriculture featuring sustainable soil and water use. It supports and facilitates learning exchange among organizations and movements that advance agroecological solutions locally, regionally and globally. With the guidance of international advisors deeply embedded in agroecology movements, the Fund supports some of the most effective grassroots organizations, advocates and researchers in the field of agroecology. Since 2012, AEF has awarded over \$20million to partner collaboratives that involve more than 90 countries. AEF is a small and dynamic organization with ample opportunity for leadership; we are a fast-growing network. This is an excellent opportunity to work at a global level to amplify agroecology around the world. The Agroecology Fund is fiscally sponsored by the Global Greengrants Fund.

PRIMARY RESPONSIBILITIES

- Lead organizational communications strategy updates rooted in Strategic Directions and goals
- Manage institutional communications tools, e.g., maintain the website and produce monthly newsletters, and manage AEF's social media
- Monthly Newsletters: Work with Co-Directors to share Global Fund, Regional Funds, and Grantee Partner updates in a monthly newsletter that is sent the last week of each month.



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- Social Media: Regularly assess approach and engagement, manage current accounts, create campaigns and adjust strategies as needed. Currently prioritizing Instagram and X for focused audiences, and LinkedIn for Donor and partner audiences. We also have a Meta account.
- Narrative Change and Earned Media: work with consultants to pitch and place op-eds and articles on a range of topics, and pursue joint media opportunities with allies.
- Storytelling: post stories written by/about partners to website stories, and work with writers to produce additional stories. Independent writing possible
- Content strategy, management and curation: annual content plan, content creation, and publication, including but not limited to, grant announcements, grantee stories, webinars, thematic blogs etc. (at least one monthly feature on a grantee or theme).
- Work in coordination with the Monitoring, Evaluation, and Learning team and Grantmaking team to amplify stories by and about grantee partners.
- Support the Resource Mobilization team to produce necessary comms products to support effective collaboration with current and potential donors.
- Manage and grow relationships with partners and allies to increase visibility for Agroecology Fund in global food system movement, philanthropy, climate and environmental justice networks, including ongoing sharing of AEF comms products for amplification.
- Work in coordination with Regional Funds communications personnel to amplify their stories
- Support Comms processes for special initiatives and special events such as Grassroots Evidence for Agroecology, Learning Exchanges, and webinars.
- Manage all consultants needed to support AEF comms execution.
- Track communications products and impacts in close collaboration with the Monitoring, Evaluation and Learning team.

ESSENTIAL QUALIFICATIONS

- Educational background in journalism, social communication or other related fields.
- Demonstrated success in a similar role for an organization focused on global environmental, social, or climate justice
- Minimum 7 years' previous experience writing and editing professionally, including, ideally for fundraising outcomes
- Demonstrated experience targeting different audiences and understanding of connecting the needs of frontline communities to the philanthropic sector
- Excellent copy editing skills, and experience with leading and engaging in collaborative editorial processes
- Graphic design and/or photo editing/selection experience
- Excellent verbal communication skills



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- Previous experience managing multiple consultants at any given time
- Fluency in English
- Previous experience working with and success working in a small, dynamic team in a highly collaborative environment managing multiple projects simultaneously
- Ability to work both autonomously and within a team setting and coordinate with colleagues on Eastern Standard Time
- Ability to embrace, support, and integrate AEF's values, principles and commitment to justice, equity, diversity, and inclusion.

DESIRED QUALIFICATIONS

- Familiarity with agroecology movements and current issues in agroecology
- Professional experience writing and editing on food and agriculture issues for varied media
- Professional experience in the Global South
- Previous experience working in US or European philanthropy
- Familiarity with producing multimedia products e.g., video and virtual events e.g., webinars
- Fluency in Spanish and/or French
- Experience with WordPress, Squarespace, Canva, and Mailchimp and/or similar

TERMS OF EMPLOYMENT

- Time: Full-time position, open-ended contract
- Status: Employee or consultant, depending on worker's location
- Compensation: Salary range is \$80,000 - \$92,500, commensurate with qualifications and experience. Full benefit package.
- Approximate start date: February/March 2025
- Location: Virtual (anywhere), but should be able to work on Eastern Standard Time with reliable internet access
- Reports to Co-Director

Equal Opportunity Employer

As a global organization, we recognize the importance of our staff reflecting the communities our work aims to benefit. We are a dynamic organization that values creativity and innovative thinking and fosters strong teamwork based on mutual respect. We are an equal opportunity employer. We encourage and seek applications from women, people of color, and bilingual and bicultural individuals, as well as members of the lesbian, gay, bisexual, and transgender communities. Applicants shall not be discriminated against because of race, religion, sex,



national origin, ethnicity, age, disability, political affiliation, sexual orientation, gender identity, color, marital status, or medical condition.

How To Apply

This job was posted on December 10, 2024. Applications will be considered on a rolling basis with a closing date of January 15, 2025. Interviews will likely be held in January. To apply, please fill out the following [form](#) and include a cover letter, CV, and writing samples in the corresponding fields. Please be sure to include your name on the title of each file that you upload. Due to limited staffing, we are unable to field questions or calls, but we encourage you to visit [our website](#) for more information about the Agroecology Fund.