

## **BREDA Marketing Coordinator**

### **About the Big River Economic and Agricultural Development Alliance :: BREDA**

BREDA was founded in 1996 through an examination of the relationship of neighborhoods and people to food producers in the Baton Rouge area. BREDA works toward its mission through a network of farmers markets and programs that connect individuals to local producers. In addition to operating four locations of the Red Stick Farmers Market, BREDA also:

- Advocates for food policy changes at the state and national levels
- Hosts farm-to-school activities in elementary schools
- Operates Main Street Market six days a week to incubate small businesses
- Offers nutrition incentives to encourage healthy eating
- Provides financial assistance to farmers during natural disasters or crises

### **Position Summary**

The Marketing Coordinator is a member of the marketing and development team, reporting to the Executive Director. This role supports BREDA's marketing and communications efforts through planning, executing and tracking promotional efforts. Responsibilities include creating and managing the production of marketing collateral, and assisting with event awareness. This role is directly responsible for BREDA's social media accounts, weekly newsletters, website, and event promotions. The ideal candidate is an excellent communicator and skilled graphic designer with a strong interest in local food and farms.

### **Key Responsibilities**

- Create marketing materials including flyers, signage, letterhead, brochures, and print collateral consistent with organizational brand guidelines
- Collaborate with BREDA staff to produce compelling fundraising appeals and collateral that creatively convey the impact of BREDA's mission
- Create and manage social media content calendar, weekly newsletter, and website updates
- Curate compelling press releases, maintain relevant press list, and identify innovative marketing outlets and partnerships
- Provide marketing support for BREDA's annual fundraising event, Farm Fête, which includes preparing sponsorship packets, advertisements, and website updates
- In coordination with BREDA staff, develop and implement a multifaceted communications strategy, including email, website, print, social media, radio, and televised media consistent with BREDA's brand that effectively promotes BREDA's mission, programs, outreach, and impact related to local food systems, farmers, and community health
- In coordination with BREDA staff, create and curate an audience-driven marketing strategy, content and collateral that strengthens and expands BREDA's message to support in all areas including: market events, program outreach, fund development, and community engagement
- Manage and implement targeted outreach to limited-resource communities to promote BREDA's food access programs
- Work closely with contracted service providers including graphic designers, videographers, advertising outlets, and website developers
- Manage projects as assigned by the Executive Director and Direct Supervisor
- Work Monday through Friday at BREDA's main office (or offsite locations) and work two Saturdays per month at the Red Stick Farmers Market (receiving a flex day for use within the same month)

### **Desired Skills and Qualifications**

- Bachelor's degree (Digital Advertising, Public Relations, or related field)
- Experience in communications, marketing, or public relations, preferably in a nonprofit setting
- Creative storyteller who enjoys interviewing farmers, shoppers, and stakeholders to produce compelling stories (both written and video)
- Excellent verbal and written communication skills, including the ability to present both written and oral content clearly and concisely to a range of different audiences (i.e. farmers, donors, board members, general public)
- Proficient with WordPress, Mailchimp, Canva, and Adobe Suite, especially InDesign, Photoshop, and Illustrator
- Capable photographer with ability to edit pictures

### **BREADA Team Expectations**

- Commitment to and passion for the mission of BREADA
- Great multitasker and capable of simultaneously managing multiple projects with different deadlines
- Self-motivated, honest, punctual, dependable, friendly, flexible
- Trustworthy, fun and hardworking with a great attitude
- Team player with the ability to contribute positively, take direction and work independently
- Dress appropriately to work in various weather conditions while representing BREADA
- While working during the farmers market, ability to lift 40+ pounds occasionally and work in extreme weather conditions while standing for long periods of time
- Work well under pressure, easily adapting to a constantly changing work environment

### **Compensation and Full-Time Benefits**

- Annual salary \$40,000
- Health Insurance
- Retirement Plan (after one year)
- Technology Allowance
- Annual holidays, sick leave, and vacation days
- Receive flex days for each Saturday worked at the Red Stick Farmers Market
- Receive training on opening and managing the Red Stick Farmers Market
- Participate in annual staff evaluations with the possibility for salary adjustments
- Professional development opportunities

### **Apply**

Send your resume to [careers@breada.org](mailto:careers@breada.org) with the subject line "Marketing Coordinator."

### **BREADA Staffing Policy**

Applicants must be 18 years old or older

### **BREADA's Mission**

BREADA's mission is to build a healthy and strong local food system; to increase the sustainability of independent local farms, fishers, and food producers; and to foster stewardship of land and community through public markets.



### **Hours, Markets, Locations**

Office Hours @ 725 Main Street: M-Th 8:30AM-4:30PM, F 8:30AM-3:30PM

Market Hours and Locations:

\*Tuesdays 3:00PM-6:00PM @ Main Library

\*Wednesdays 9:00AM-12:00PM @ ExxonMobil YMCA

Thursdays 8:00AM-12:00PM: @ Pennington Biomedical Research Center

Saturdays 8:00AM-12:00PM @ Main Street Market

*\*seasonal markets (April-July; October-December)*