



## Position Announcement

### Graphic Designer and Social Media Manager

#### Who We Are

Urban Tilth inspires, hires, and trains local residents to cultivate agriculture, feed our Richmond community, and restore relationships to land to build a more sustainable food system, within a just and healthier community.

Founded in 2005 to help build a more sustainable, healthy, and just local food system, Urban Tilth has emerged as a local leader, a catalyst drawing together a variety of individual, discrete initiatives into a web of integrated, food- and community-focused efforts. In sum, we farm, feed, forage, teach, train, build community, employ, and give back. We help our community grow our own food; train and employ our own young people as “home grown experts”; teach our local residents about the relationships among food, health, poverty, and justice; and forge partnerships with local small farmers to increase demand for their produce.

We use our 7 school and community gardens and small urban farms to teach and employ community members to grow, distribute, cook, and consume thousands of pounds of local produce each year, to create a more equitable and just food system within a healthier and more self-sufficient community.

#### Job Description

Urban Tilth has an immediate opening for a Full-Time Graphic Designer and Social Media Manager. The designer will work directly with the Communications and Marketing Manager and the Communications Associates to lead the effort in sharing the story of Urban Tilth’s programs, events, activities, accomplishments, and impact through various

communication channels including the organization's website, monthly newsletters, social media posts, and print materials.

## **Roles and Responsibilities**

### Graphic Design and Storytelling

- Designing Instagram posts and stories, event flyers, door hangers, and other printed materials
- Enhance brand voice, messaging, and visual identity across all platforms
- Strong understanding of brand architecture, visual identity systems, color theory, and composition
- Assist in designing, compiling, editing, and producing newsletters
- Strong copywriting and storytelling skills

### Social Media Content

- Create and manage content across various social media platforms (primarily IG, Facebook, LinkedIn)
- Collaborate with and advise internal program teams on content
- Strategize how each program shows up on the platform and reaches our local target audience
- Plan and coordinate marketing campaigns
- Ensure timely delivery of evergreen and timely content, including Nursery and Free Farm stand updates
- Manage project timelines to ensure timely delivery of social media assets
- Analyze content performance and provide guidance to improve engagement
- Manage day-to-day execution including community management, scheduling/posting and engaging with the audience in each unique brand tone across all social platforms

### Tracking and Reporting

- Work with staff and volunteers to organize, update, and maintain all Urban Tilth media (photographs, videos, articles, etc)
- Track and report on metrics measuring the efficacy of media, website, newsletter and social media efforts

- Ability to use data and analytics to inform content decisions and drive growth of location-specific followers

### Required Qualifications

- Bachelor's degree in communications, design, marketing, or other related field of study
- 2-4 years experience in social media management and scheduling platforms
- Graphic design experience showcased in a portfolio
- Exceptional communication skills and attention to detail
- Strong copywriting skills
- Collaborative team player with strong interpersonal skills and ability to manage multiple projects across 11 programs
- Strong editorial judgment and a commitment to accuracy
- Strong decision-making, time management & planning skills
- Ability to work on site in Richmond, CA
- Must have a valid driver's license
- Flexibility to occasionally attend and photograph weekend events
- While performing the duties of this job, the employee may be regularly required to stand, sit, talk, hear, reach, stoop, kneel, and use hands and fingers to operate a computer, phone, and keyboard.

### Preferred Qualifications

- Video creation and photography expertise
- Experience with Constant Contact and Wordpress

### Compensation

- \$30.00
- Full time, 40 hours per week

### Benefits

- Paid time off
- Hybrid schedule: In office Monday, Wednesday, Friday
- Medical, Dental, & Vision Insurance
- 401k with 5% match

- Wellness Fund
- Raingear Fund

#### How to Apply

- All applicants MUST include a portfolio of related work with their application
- Email resume, cover letter, and portfolio website to [Employment@urbantilth.org](mailto:Employment@urbantilth.org)
- No calls please