



Marketing & Communications Coordinator — Job Description

Apricot Lane Farms is a 234-acre farm integrated within a reawakened ecosystem, and home of The *Biggest Little Farm*. With a team that makes the seemingly impossible possible, the farm regeneratively grows more than 200 varieties of fruits and vegetables, and raises sheep, cows, pigs, goats, chickens and ducks with reverence, while working in harmony (or a comfortable level of disharmony) within a dynamic ecosystem. The Marketing & Communications Coordinator is a key player of the Communications Team, helping the farm propel its story into the world in a meaningful way while meeting marketing goals.

RESPONSIBILITIES

- Creating and proofreading marketing content, including social media posts, newsletters and other marketing materials as needed
- Monitor social media for relevant trends and conversations, and collaborate with internal teams to ideate and develop content that is consistent with brand voice, strategy and messaging
- Social media community management: answer comments and messages in a timely manner, and actively engage with our audience
- Manage farm's general inbox: field incoming emails, thoughtfully answer questions, and forward to appropriate departments
- Update website and all online pages (Google Business, Facebook, Instagram, etc) as needed
- PR activities: field media requests and support support activities with media and influencers
- General administrative duties
- Liaise with external vendors and contractors as needed
- Support marketing projects and campaigns as defined by Communications Manager and farm leadership

QUALIFICATIONS AND SKILLS

- Bachelor's degree in communications, marketing, media, or graphic design, or equivalent experience
- Minimum of 2+ years of relevant marketing or social media experience
- Well-versed in social media trends with experience creating engaging, on-brand content
- Growth mindset with interest and enthusiasm around the topics of regenerative farming, agroecology, biodiversity, and local food systems. If not already versed, has a willingness to deep dive on these subjects.
- Excellent time management skills: ability to constantly multi-task in a fast-paced, deadline-driven environment
- Positive and solution-oriented perspective that manages change well
- Ability to manage time efficiently and work within a deadline-oriented



environment

- Comfortable working with Wordpress or similar platforms
- Highly organized and detail oriented
- Adaptable; comfortable working in a dynamic environment on a highly collaborative team
- Comfortable taking direction, receiving feedback and adjusting as necessary
- Skilled proficiency with Google Suite, Canva, Later (or similar), Klaviyo (or similar)

SCHEDULE

- Full-time position
- On-farm Monday – Friday, 7:30am – 4:00pm in Moorpark, CA (not remote)

COMPENSATION & BENEFITS

- \$29 - \$32 / hour DOE
- Health Benefits (Medical, Dental, Vision, Flexible Spending Account)
- 401K with Employer Matching
- Paid Sick Time
- Paid Vacation
- 10 Paid Holidays
- Employee Discounts

HOW TO APPLY

To be considered, please email jobs@apricotlanefarms.com the following three items with the subject: Marketing & Communications Coordinator

1. Resume
2. Cover letter describing why you would be a good fit
3. Portfolio and/or three (3) work samples that clearly demonstrate your experience and skillset