



Communications & Membership Manager Position Description

480 Wilson Road, Room 172, East Lansing, MI 48824

Supervisor: Operations Director

Manages: Farmers Market at the Capitol Coordinator, External Communication Contractors

As a member-based association dedicated to advancing farmers markets to create thriving marketplaces for local food and farm products, recruiting, retaining and supporting members is an essential function. Communicating with key audiences, including our members, partners, funders/sponsors, and farmers market shoppers, is also key to achieving our mission. A Communications and Membership Manager will lead execution of both essential functions for the Michigan Farmers Market Association (MIFMA). This is a full-time, 40 hour per week position with an annual salary of \$33,000 and access to a full benefits package. The position will be based in East Lansing with some travel required.

Position Duties and Responsibilities:

Membership Management

- Collaborate with the Executive Director and the Board of Directors to set annual and long-term membership goals
- Oversee member relations, including guiding staff in identifying and responding to the needs of current and potential members
- Develop, execute and routinely evaluate targets and strategies for recruiting and retaining members
- Develop, execute and routinely evaluate processes for following up with past members in an effort to increase membership retention rates
- In collaboration with the Board of Directors and the Administrative team, evaluate and enhance membership benefits, including gathering information from members and other constituencies about what they need and value related to MIFMA membership, and establishing and maintaining relationships with organizations with which we partner to expand our member benefits
- Develop expertise in operating a CRM software, including membership, event registrations, fundraising, merchandise sales, and reporting in order to train and support staff utilizing the tool and manage the ongoing utilization of the CRM

Communications Management

- In collaboration with the Board of Directors and the Administrative team, identify and monitor communication analytics that concretely track and demonstrate the value of MIFMA's communication efforts, regularly report analytics to key stakeholders, and lead reflection on analytics that results in increased performance of communication strategies
- Maintain MIFMA's brand and mission across all programs and communications
- Liaise and collaborate with external consultants including, but not limited to: a graphic designer, a videographer, and a website designer

- Support all MIFMA programs through communications to key audiences
- Collaborate with staff in the creation of marketing materials, press releases, and other materials as needed and edit materials created by program managers to adhere to MIFMA communications and branding standards
- Lead development and management of www.mifma.org in order to curate a user-friendly website that both communicates effectively about our programs, events, services, membership benefits, and impacts and directs users to the information they need to interact with our association, utilizing an external web developer when needed
- Manage and build MIFMA's social media presence across outlets including Facebook, Twitter, Instagram, Pinterest, and YouTube
- Foster communication partnerships and build relationships with media and other influencers
- Identify and develop content for regularly scheduled e-newsletters to (1) members and (2) shoppers
- Perform tasks as outlined in grants and/or contracts including, but not limited to: drafting reports, maintain project budgets, supporting and managing staff working on the project, and communicating with funders and partners
- Attend a variety of functions and public events as a representative of MIFMA to convey the mission of the association in a positive manner

Event Management

- Lead planning, facilitation, engagement of sponsors, and evaluation of an annual conference designed to meet the needs of our farmers market members
- Supervise and support a Farmers Market at the Capitol Coordinator charged with planning, facilitating, generating sponsorships for, and evaluating three events each year

Desired Qualifications and Skills:

- Bachelor's degree in communications, public relations, or related field preferred
- Prior work experience (minimum 2 years) in communications, marketing, and/or public relations preferred
- Experience supervising staff and/or contractors to achieve documented goals
- Effective communication skills, including writing, public speaking, and meeting facilitation
- Preference for basic graphic design and editing skills including experience with the Adobe InDesign
- Strong organizational skills and attention to detail
- Ability to balance multiple simultaneous projects and to easily shift between working independently and collaboratively
- Dedication to working as a member of, and in partnership with, diverse communities. Ability to interact with farmers, market managers, and market stakeholders from diverse economic, educational, and vocational backgrounds to provide exceptional customer service
- An understanding of, and commitment to, social justice and racial equity in the food system
- Knowledge and use of technology in completing job requirements including: Microsoft Office Suite; web-based search and information systems; social media platforms; phone and web conferencing systems; project management software; bookkeeping and financial management software; and web-based content management systems

MIFMA advances farmers markets to create a thriving marketplace for local food and farm products. It is the policy of the Michigan Farmers Market Association to practice nondiscrimination based on age, ancestry, color, disability or handicap, national origin, race, religious creed, sexual orientation, gender identity or veteran status. MIFMA does not approve, nor will it condone, any action or behavior that would result in harassment or discrimination in any of these areas.