Communications and Community Engagement

At Organically Grown Company our mission is simple: To actively cultivate a diverse, sustainable and engaged organic trade from farm to marketplace. It’s through this mission that we continue to pursue our vision of an equitable and regenerative organic agricultural system for global health. OGC is owned by a Perpetual Purpose Trust whose main purpose is to help OGC and other like-minded businesses fulfill its mission of serving sustainable food and agriculture communities.

The organic produce industry is not for the faint of heart. We work really hard each and every day to bring the best organic produce into markets and homes from hundreds of awesome farms. We look for people who share our passion for organic agriculture and sustainable business practices; who value teamwork, candor, transparency and an egalitarian workplace; and who engage others with joy and gratitude. Our products are “just in time,” need careful handling and change by the season. Our coworkers embrace that challenge and strive to provide exceptional customer experiences while in pursuit of operational excellence. We do all this with gratitude, integrity, collaboration, resiliency, and grit. We believe in doing things a little differently here at OGC and living our values authentically.

Position Summary:

OGC’s Communications and Community Engagement Specialist is responsible for leveraging digital channels, storytelling (visual and written) and in-person events to promote and educate customers about our mission and purpose, while building brand loyalty and community. The successful candidate will be a pro at multi-channel communications, an enthusiastic and accomplished event organizer, and skilled with a camera.

This important role wears two hats:

The first is responsible for researching and crafting compelling long- and short-form stories including promotional copy for flyers and collateral, farmer stories for the website, e-newsletter copy, social media content, stakeholder reports, and other educational writing. The ideal candidate will have demonstrated experience, a love of writing for collateral and social media platforms, and experience with social media scheduling tools and analytics.

The second hat is more like a pair of boots, as this role calls for on-the-ground event coordination and farm visits. The OGC team attends trade shows, hosts quarterly farm tours, stages in-store tastings, hosts educational conferences, and sponsors various external events to amplify our mission and promote our brand and business. This position serves as the point-person for planning and coordinating events – from vision to execution to follow-up. And capturing photos in the field and on the docks.

Essential Functions:

- Collaborates with internal and external colleagues to mine for information and little-known details that are competitive differentiators for OGC, weaving them into compelling stories, headlines, and social media content
- Ensures consistent voice across all materials and in alignment with the brand guidelines
- Collaborates with department manager on audience building strategies to meet KPIs
- Proactively offers ideas for content, promotions, social media and other initiatives
- Plans and coordinates photography/visual storytelling for digital channels
• Works collaboratively across the organization - with the small marketing team, as well as with sales, HR, operations and our grower-supplier network
• Manages events and trade show activity from vision to wrap-up; Proactively develops work-back timelines and tasks for events, communicating to internal and external partners/team
• Meets deadlines while handling multiple, ongoing content projects
• Willing to enthusiastically jump in and tackle an assignment
• Handles confidential information using discretion and judgment

Required Education & Experience:
• Bachelor’s Degree in liberal arts, communications, journalism or related degree.
• 4-6+ years of copywriting, digital and social media writing; food/agriculture writing experience preferred and a true passion for educational storytelling.
• Will consider an overall equivalent education and experience.
• Experience managing social media channels, including capturing and formatting photos and using a social media management platform (Hootsuite)

Knowledge Skills & Abilities:
• Experience with event planning and organization, including creative visioning and leading a team on execution
• Highly organized and detail-oriented; excellent interpersonal, verbal, and written communication skills
• Strong writing and editing skills and familiarity with basic proofreading marks
• Has an eye for appropriate language and references regarding food/ag trends and issues within the industry
• Knowledge of social media best practices and social media management dashboards, i.e. Hootsuite
• Experience with Microsoft Office as well as working knowledge of content management systems and Adobe Acrobat
• Able to work within SEO framework; demonstrated success using optimization to harness organic search
• Excellent team player who thrives brainstorming in small and large groups, and appreciates working collaboratively as well as independently

Benefits:
• Medical, Dental & Vision Insurance
• Company Paid Life & Disability
• Paid Time Off (PTO)
• Access to 401(k) with Employer Match
• Access to free and discounted delicious organic produce
• Fitness Reimbursement
• Lots of other perks!

About Organically Grown Company:

Founded in 1978 by a few gardeners, small-scale farmers, hippies, environmental activists and dreamers living near Eugene, OR, today Organically Grown Company buys, aggregates and distributes fresh, organically grown produce to retailers and eaters across the Pacific Northwest region.

OGC is an Equal Opportunity Employer.
Thank you for your interest in this position!