



Job Description

Sr. Manager of Marketing & Communications

Apricot Lane Farms is a 214-acre organic and biodynamic farm located 40 miles north of Los Angeles and 20 miles east of Ventura in Moorpark, CA. We are looking for an experienced and savvy marketing & PR professional to help lead our Marketing & Communications team full-time. The Sr. Manager of Marketing & Communications will be responsible for developing and owning the overall creative direction & strategy of all marketing & external communications of the farm to grow the farm's brand and propel the ALF story into the world in a meaningful way. The ideal candidate will be a seasoned marketing/PR professional, proven leader, big thinker, extremely media savvy, have exceptional writing, editing, and presentation skills, and be able to effectively manage a team. Applicants with entertainment-based media relations experience is a plus.

Key Responsibilities

- **Social Media & Marketing** – Help develop strategy, and steer & guide creative for all outward facing communications in the farm's voice and aesthetics that reflects a deep understanding of agroecology, regenerative farming, nourished cooking, and the ALF brand –including writing, upholding the branding & aesthetics of marketing campaigns, website, social media, eblasts, newsletters, tour & event offerings, and any other outward facing communications.
 - Social Media: Lead and oversee overall social media strategy across all channels (with the support of a strong social media manager), drive goal setting, analytics, and reporting, providing creative direction, calendar and planning guidance, and content editing & writing as needed
 - Website: Manage the overall vision and content strategy of the farms' website, including working with Communications Manager to track/review metrics, write/update text and provide direction and guidance on overall aesthetics, messaging.
 - E-Marketing: Manage internal and external email communications, including content generation, writing, editing and design
 - Marketing Materials: Oversee the direction, messaging and strategy of all print & digital marketing and press materials (including press kits, one-sheets, etc.)
 - Events: Collaborate with internal team to help facilitate and market on-farm events and tours
- **Media Relations** – Manage farm media relations and partnership opportunities, including evaluating actionable opportunities, developing recommendations for ideal placements/opportunities and pitching stories as appropriate. Measure and track exposure and analytics.
- **Product Branding & Merchandise** – Create and manage strategy for new product launches (from conception to initial launch, including both food-based products and farm merchandise), ongoing product marketing, and merchandise design and development in collaboration with Sales Director and Fulfillment Coordinator.
- **Management & Admin** - Manage with leadership, clarity and cohesiveness, a team of at



least three members, including Marketing & Communications Manager, Photographer & Digital Media Coordinator, and Marketing & Communications Assistant. Plus manage dept cost reporting, and assist where needed with company internal communication.

- **Special Projects** - Project manage any special projects, as directed by farm leadership.

Education and Experience

- BA in communications, journalism, media studies, English, , or related field preferred
- 7+ years of hands-on experience in the field of media/marketing/branding, creative writing/journalism, and/or environmental communications
- Applicants with entertainment-based media relations experience, vetting and overseeing press inquiries and interactions a plus.
- Prior management experience and proven ability to lead a team or department • Ability to manage department budgets, profitability goals for projects and products • Mature, refined instincts for what makes a good story, and how to communicate that effectively to our audience
- Exceptional writing, editing, and presentation skills, and proven experience leading out-of-the-box creative campaigns
- Attention to detail and accuracy in work; strong time management and organizational skills
- Able to take direction, as well as work independently
- Flexible, able to navigate complexity and ambiguity, and creatively problem solve and manage multiple priorities
- Team player and excellent interpersonal skills
- Proficient in Microsoft and Google Suites. Proficiency in WordPress, Adobe In-Design and/or Photoshop is ideal.

Schedule

- Monday - Friday 7:30am - 4:00pm (some days 6:30a–3:00p to work with agricultural team schedules)

Benefits

- Excellent Health Benefits Package, Paid Sick Leave, Paid Vacation Leave, Flexible Spending Account, 401K, 401K Matching, Employee Discount and Paid Holidays

Compensation

- DOE

Application Instructions

- Apply by emailing jobs@apricotlanefarms.com with your cover letter (tell us your story!), resume, and THREE (3) writing samples and/or campaign examples.