



Communications Coordinator — Job Description

Apricot Lane Farms is a 234-acre farm in Moorpark, California, 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, chickens and ducks with care and respect while working in harmony (or a comfortable level of disharmony) within a dynamic ecosystem. As the on-farm Communications Coordinator, you will play an integral role in Apricot Lane Farms' Communications Department, helping propel the farm's story into the world in a meaningful way. You'll help uphold consistent messaging across all communication channels, produce content, support marketing campaigns, and nurture the farm's online community. The ideal candidate is a curious, growth-oriented, adaptable, and organized professional with exceptional communication and writing skills.

Job Responsibilities

- Responsible for community management, nurturing the farm's online social community by encouraging dialogue and responding to incoming comments, DMs, tags and mentions in a timely, thoughtful, and professional manner
- Work closely with the farm's Communications Manager to develop and execute content calendar: draft social copy, create video content, and manage posts (scheduling/publishing)
- Monitor and update ALF & TBLF social media accounts as needed (Instagram, Facebook, YouTube, Pinterest, Twitter, Google Business)
- Actively pitch new content ideas by staying attuned to farm happenings and abreast of social media trends
- Work collaboratively across departments to unearth stories, approaching with curiosity and questions to gain deeper insights and understanding
- Assist Photographer on photoshoots (food products, merch, recipes, et al) and create social video content (Instagram Stories, Reels, TikTok) under guidance of Communications Manager
- Maintain organization of farm photo library in Lightroom and social media asset library in Dropbox
- Manage the farm's inbox by fielding incoming emails, answering FAQs, and providing customer service in collaboration with Fulfillment Coordinator
- Assist in production of visual and written communications materials as needed for the farm's social media, newsletter, website, tours & events, food product lines (avocado oil, olive oil, and lemonades) and other special projects
- Build newsletters including drafting copy and designing graphics
- Handle website and e-commerce updates on Wordpress and WooCommerce, and/or liaise with development team for specific projects
- Coordinate logistics related to PR activities, delivering assets and supporting on-farm interviews, events, and tours with press and influencers as needed
- Field and coordinate archival media licensing inquiries and delivery for both ALF & TBLF

- Perform general administrative duties to support the department, including materials and equipment orders, expense reports, file organization, social metric tracking, and meeting agendas

Requirements

- Bachelor's degree in Communications, Journalism, English, Marketing, or Media
- 2+ years of Writing, Communications, PR and/or Marketing experience, ideally managing social media accounts for businesses
- Growth mindset and an innate interest in the topics of farming, agroecology, food, and/or health & wellness. If not already versed, has a willingness to learn, and takes initiative to dive deeper into those subjects
- Natural storyteller with strong writing and communication skills
- Experience with hands-on content creation for social media
- Experience and comfort in a nimble and dynamic environment on a highly collaborative team. Change is a certainty — adaptability & agility is necessary
- Excellent time management skills: capable of managing multiple projects, priorities, and deadlines
- Comfortable taking direction, and asking for clarity and guidance when needed
- Self-starter who is eager to learn, participate and contribute
- Skilled proficiency with WordPress, Google Suite, Mailchimp, Microsoft Excel, Canva, DropBox, Later, and social media scheduling platforms and analytics tools (or a willingness to learn)
- Familiarity with Adobe Creative Suite (Lightroom, Premiere, Photoshop, InDesign) a plus

Schedule

- Full-time position
- Monday – Friday, 7:30am – 4:00pm
- On-farm in Moorpark, CA (not remote) — please do not submit your resume if you do not live within commutable distance

Compensation & Benefits

- \$24 - \$27 / hour
- Health Benefits (Medical, Dental, Vision, Flexible Spending Account)
- 401K with Employer Matching
- Paid Sick Time
- Paid Vacation
- 10 Paid Holidays
- Employee Discount

How To Apply

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

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