



Digital Communications Coordinator — Job Description

Apricot Lane Farms (home of *The Biggest Little Farm*) is a 234-acre farm integrated within a reawakened ecosystem. 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. We are seeking an experienced and committed Digital Communications Coordinator to join our team.

RESPONSIBILITIES

- Support the development and execution of social media content calendar: pitch ideas, draft social copy, take + edit vertical video content, and manage posts (scheduling/publishing)
- Assist in production of marketing materials as needed for the farm's social media, newsletter, website, tours & events, food product lines (Avocado Oil, Olive Oil, and Honey Lemonades) and other special projects
- Responsible for community management, cultivating the farm's online social community by responding to incoming comments, DMs, tags and mentions in a timely, thoughtful manner
- Monitor and update all ALF & TBLF online pages as needed (Instagram, Facebook, YouTube, Pinterest, Twitter, Google Business)
- Manage farm's email inbox: field incoming emails, correspond with appropriate farm employees, and provide customer service in collaboration with Fulfillment Coordinator
- Coordinate logistics related to PR activities, delivering assets to external parties and supporting interviews, events, and tours with press and influencers as needed, under direction of Communications Manager
- Field and coordinate all media requests, plus archival media licensing inquiries and delivery for both Apricot Lane Farms & The Biggest Little Farm
- Perform general administrative duties to support the Communications Department (equipment orders, expense reports, file organization)

QUALIFICATIONS AND SKILLS

- Bachelor's degree in Communications, Journalism, English, Marketing or Media
- 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.
- Fluency in social media platforms, tools, and analytics with 2+ years experience managing social media (content creation and/or community management) for brands
- Adaptable — comfortable working in a dynamic environment on a highly collaborative team.
- Excellent time management skills: capable of managing multiple projects, priorities, and deadlines
- Comfortable taking direction, asking for clarity and guidance, and adjusting to feedback as necessary
- Skilled proficiency with Google Suite, Microsoft Office Suit, Canva, and social media publishing tools (Later, Hootsuite, Sprout Social, or similar)
- Mature, professional, and accountable with excellent communication skills
- Detail-oriented and highly organized

SCHEDULE

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

COMPENSATION & BENEFITS

- \$24 - \$29 / 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: Digital 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