



## **Digital Communications Coordinator — Job Description**

Apricot Lane Farms is a 234-acre farm integrated within a reawakened ecosystem, 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, goats, chickens and ducks with care and respect while working in harmony (or a comfortable level of disharmony) within a dynamic ecosystem.

### **RESPONSIBILITIES**

- Manage farm's general inbox: field incoming emails, thoughtfully answer questions, and provide customer service in collaboration with Fulfillment Coordinator
- Social media community management: answer comments and messages in a timely manner, and actively engage with our audience
- Update website and all online pages (Google Business, Facebook, Instagram, etc) as needed
- Content creation: find stories, pitch ideas, write captions, and publish posts for social media, newsletter and other channels
- Take videos and edit new and archival footage for social media
- Produce communications materials for the farm's newsletter, tours & events, markets, food product lines (Avocado Oil, Olive Oil, and Honey Lemonades), etc.
- PR activities: field requests and coordinate media licensing; support on-farm engagements as needed
- General administrative duties (expense reports, file organization)
- Assist with other projects as needed

### **QUALIFICATIONS AND SKILLS**

- Bachelor's degree in Communications, 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.
- Excellent time management skills: capable of managing multiple projects, priorities, and deadlines
- Fluency in social media platforms and digital analytics with 2+ years experience managing social media accounts
- Wordpress knowledge; backend development skills a plus
- Highly organized and detail oriented
- Adaptable; comfortable working in a dynamic environment on a highly collaborative team
- Comfortable taking direction, receiving feedback and adjusting as necessary



- Skilled proficiency with Google Suite, Canva, Later (or similar), Klaviyo (or similar),
- Adobe Premiere Pro or Final Cut Pro experience a plus

### **SCHEDULE**

- Full-time position
- On-farm Monday – Friday, 7:30am – 4:00pm in Moorpark, CA (not remote)

### **COMPENSATION & BENEFITS**

- \$29 - \$32 / 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](mailto: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