



Social Media Coordinator — Job Description

Apricot Lane Farms is a 234-acre farm in Moorpark, CA and home of The *Biggest Little Farm*. With a team that makes the seemingly impossible possible, our farm regeneratively grows more than 200 varieties of fruits and vegetables, and raises cows, sheep, pigs, goats, chickens and ducks with reverence, while working in “harmony” with a dynamic ecosystem. The Social Media Coordinator is a key player of the Communications Team, helping our farm to propel our story into the world in a meaningful way, cultivate community, and reach marketing goals. A creative, dynamically talented and versatile individual will thrive in this position; inexperienced individuals who have not worked in a fast-paced, creative environment need not apply.

RESPONSIBILITIES

- **Content creation:** responsible for planning, producing and publishing on-brand content across digital channels under direction of Communications Manager including shooting and editing videos, writing captions, creating graphics, etc.
- **Community management:** answer comments and messages in a timely manner, repost, and actively engage with the farm’s online community.
- Monitor social media for relevant trends and conversations, and collaborate with internal farm teams to ideate and develop content that is consistent with brand voice, strategy and messaging.
- Capture and analyze appropriate social media and email marketing data, insights, and best practices; make recommendations for future content strategies.
- Manage email marketing including creating newsletter content, managing segments for targeted campaigns, scheduling and sending campaigns, and analyzing data.
- Manage farm’s general inbox: field incoming emails, answer questions and forward to appropriate departments
- Update website, including e-commerce content, and all online pages (Google Business, Facebook, Instagram, etc) as needed
- Field media requests and support activities with press and influencers
- General administrative duties
- Liaise and collaborate with external vendors as needed for projects
- Undertake marketing projects and assignments as defined by Communications Manager and farm leadership
- Work evening and weekend events, and monitor social media on weekends, as needed



QUALIFICATIONS

- Bachelor's degree in communications, marketing, media or equivalent experience
- Minimum of 2+ years of relevant social media experience
- Professionalism and focus on importance of team alignment is a must
- Deep knowledge of social media platforms with experience creating engaging, on-brand content
- 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 dive deep into these subjects.
- Excellent time management skills: ability to multi-task and work in a fast-paced environment with multiple projects and deadlines
- Excellent communication skills
- Positive and solutions-oriented attitude that manages change comfortably
- Comfortable working with Wordpress, Meta Business Suite, Google Suite, Canva, Later, Klaviyo, and CapCut
- Adobe Creative Cloud skills a plus

SCHEDULE

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

COMPENSATION & BENEFITS

- \$68,640 - \$70,000
- 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: Social Media Coordinator Application

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