



Digital Communications Coordinator — Job Description

Apricot Lane Farms is a 234-acre farm in Moorpark, CA and home of The *Biggest Little Farm*. The farm regeneratively grows more than 200 varieties of fruits and vegetables, and raises cows, sheep, pigs, goats, chickens and ducks, while working in “harmony” with a dynamic ecosystem. The Digital Communications Coordinator is a key player of our farm’s Communications Team, helping 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

SOCIAL MEDIA

- Develop and manage the farm’s social media content calendar under direction of Communications Manager.
 - Create and curate content that is consistent with brand voice, strategy and messaging: capturing and editing iPhone videos, creating graphics in Canva, and writing.
 - Contribute to brainstorming sessions for creative campaigns and farm storytelling opportunities.
- Community management: answer incoming messages in a timely manner from the farm’s general email inbox and social media channels; share user-generated content and actively engage with online community.
- Track social media metrics; stay abreast of social media trends and best practices.
- Monitor social media on weekends and attend weekend events to capture content, as needed.

EMAIL MARKETING

- Draft email campaigns in Klaviyo to inform and inspire subscribers about farm happenings, tours & events, and product offerings.
- Manage customer database, segmentation, and subscriber sign up forms in collaboration with Communications Manager and web development team.
- Track email engagement metrics.

WEBSITE

- Update website, e-commerce pages, and all online profiles.
- Liaise with the web development team, as needed.

MEDIA + OUTREACH

- Field farm media requests; correspond as needed.
- Pitch media and organizations, as needed
- Coordinate gifting programs and collaborations with social media influencers and brands, supporting activities as needed.

ADMIN

- General administrative duties (placing orders, expense reports, etc).
- Undertake marketing projects and assignments as defined by Communications



Manager and farm leadership.

QUALIFICATIONS & SKILLS

- Bachelor's degree in Communications, Marketing, Media or equivalent experience
- Minimum of 2+ years of relevant social media experience
- Extensive knowledge of current social media platforms with experience creating engaging, on-brand content
- Exceptional writing, editing, and storytelling skills with the ability to tailor content to diverse audiences.
- Basic photography, videography, and editing skills with experience using Canva, Adobe Creative Suite, or similar tools.
- Familiarity with website management tools (e.g., WordPress) and email marketing platforms (e.g., Mailchimp or Klaviyo).
- Familiarity with social media tools (Later, Meta Business Suite) and project management tools (Asana or similar)
- Experience creating and managing digital campaigns that drive sales and/or community engagement.
- Professionalism and focus on team alignment is a must.
- Passion for regenerative agriculture, agroecology, or food systems is a plus.
- Strong organizational skills, attention to detail, and ability to work in a fast-paced environment with multiple projects and deadlines.
- Positive and solutions-oriented attitude that manages change comfortably

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: Digital Communications 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