



Agricultural Stewardship Association

Job Description

Position Title: Communications & Marketing Coordinator Date: June 2026
Reports to: Director of Development
Status: Full-time, Salaried, includes benefits
Location: ASA's office in Greenwich, NY with occasional remote work permitted

Agricultural Stewardship Association (ASA) is a nonprofit land trust that protects our community's working farms and forests, connects people to the land, and promotes a vibrant future for agriculture and forestry in the region. The Communications & Marketing Coordinator will be responsible for advancing the organization's goals related to communications, marketing, and community engagement. This position focuses on delivering consistent, well written communications and visuals to engage a wide audience and promote the conservation of working lands. The Communications & Marketing Coordinator will incorporate the practice and promotion of ASA's core values, which include a passion for farmland and forestland conservation, respect, integrity, teamwork, accountability, problem solving, a "can do" attitude, confidentiality, professionalism and acting in the organization's best interest.

KEY RESPONSIBILITIES

Communications (~75%)

- Assists with the creation of the annual community engagement plan in coordination with the Executive Director (E.D.) and other related staff, to achieve annual organizational communication, outreach, programming, fundraising and constituency building goals. Establishes systems to ensure timely implementation of the plan and appropriate "contact points" with various sectors of the public.
- Works with the E.D. and Director of Development to establish "message points" for ASA's outreach materials, including the newsletter, website, social media platforms, events, and other outreach opportunities. Ensure message points are written appropriately for different audiences and contexts.
- Drafts compelling stories, articles and content for all ASA communications. Ensures ASA's voice and brand are on point.
- Regularly conducts interviews and takes videos to enhance communication messaging. Research and highlights applicable articles and information that

may be of interest to our supporters. Creates “evergreen” communication materials.

- Plans, creates and coordinates organization’s visual promotional and event materials, including invitations, newsletters, brochures, fliers, appeal inserts, major donor items, postcards, displays and posters, annual reports, advocacy kits, advertisements, special fundraising campaign pieces, and press releases.
- Coordinates press events to showcase the impact of ASA’s work. Creates press packets and ensures good representation at such events. Assists Executive Director in fielding media questions, if requested.
- Publishes a monthly e-newsletter with articles that reflect ASA’s goals (as outlined in strategic plans and annual workplans) and organizational values, to promote greater constituency development and understanding of ASA’s work.
- Works with consultants and vendors, as applicable, on communications, publications, signage, and ASA’s website and merch store.
- Responsible for creating content and the continual posting, updating, enhancement, and professionalism of ASA’s website, social media and related activities. Provides assistance with posting and updating materials on the board portal.
- Maintains organizational files of all communication and outreach materials to ensure accessibility by other staff and track changes over time
- Responsible for maintaining and expanding ASA’s photography and video collection.

Events and Outreach Programs (~10%)

- Expands and coordinates community presentations and community engagement opportunities for E.D., staff and board. Helps staff design PowerPoint presentations about ASA and conservation work.
- Serves as an integral part of a team which is responsible for facilitating and implementing ASA’s two signature events, Landscapes for Landsake and Forever Farmland Supper, as well as other public events.
- Assists with outreach programming including handling logistics, working with instructors and partners, and attending, as needed.

ASA Merch Store (~5%)

- Oversees all aspects of ASA’s online store including working with the vendor, creating new products, introducing seasonal items, advertising the store throughout the year in creative ways, and ensuring the online store is working well in terms of functionality for customers. Responsible for meeting annual sales goals.

Other Duties (~10%)

- Participates in team meetings and staff meetings by providing input, contributing to discussions, and participating in decision making processes
- Represents ASA within the community through events and programs, and participates in advocacy efforts

- Attends regional and national conferences and trainings pursuant to organizational goals and budgets
- Assist with ASA's fundraising and development efforts, as requested
- Attend ASA board meetings and board committees, board/staff retreat, as requested
- Assist with speaking engagements and presentations, as requested
- Keep current on ASA's mission, strategic plans, acquisitions and programs
- Keep abreast of changes in the fields covered by this position. Also keep abreast of Land Trust Standards and Practices, Land Trust Accreditation, and IRS requirements affecting your responsibilities at ASA
- Other duties as assigned by the Executive Director and Director of Development

Supervision

- This position may supervise interns or volunteers from time to time. It also works with vendors and consultants.

QUALIFICATIONS

- Bachelor's degree is preferred, particularly in communications, marketing, visual arts or writing. Any previous work/school/or internship experience in these areas is a plus
- Proficient with Windows, Microsoft Office and Google Suites, Adobe InDesign, and Canva. Experience with Shopify, Square and the like are a plus
- Highly competent with posting on social media platforms including Facebook, Instagram, YouTube, X, and email communication platforms like Constant Contact
- Ability to shoot quality and engaging photos and videos and edit content
- Excellent written, presentation and verbal communication skills. Strong marketing and visual graphics skills a plus.
- Excellent problem-solving skills and ability to work both independently and as part of a team
- Strong organizational and time management skills with a commitment to follow through and particular attention to detail
- Existing connections with farming community and service providers and understanding agriculture in our service area is a plus
- Ability to build and maintain strong working relationships with staff, board members, vendors, landowners, government partners, donors, volunteers, community partners, and other stakeholders
- Valid driver's license, insured and reliable transportation

ATTRIBUTES

- Strong passion for working landscapes, community lands, and commitment to ASA's mission and success
- Understands the importance of great storytelling, engaging content and appealing visuals
- Flexible and diplomatic
- Willingness to learn and develop new skills, especially technology-based
- Ability to work on multiple tasks with interruptions in an energetic environment.

Work well under pressure and under tight deadlines

- Organized, independent and reliable
- Inspires trust and is able to keep sensitive information confidential
- Is able to work effectively in rural and urban communities
- Strong work ethic and focused on success with high performance standards
- Demonstrates high integrity and commitment to goals
- Demonstrates strong problem-solving attributes: drive, energy and creativity
- Enjoys working alone and as part of a team
- Enjoys and deploys an appropriate sense of humor
- Demonstrate sensitivity to, and respect for, people from all walks of life
- Must be aligned with ASA's mission and be committed to all forms of local agriculture that provides food on the table, protection of natural resources and affords dignified livelihoods to community members while addressing pressing problems of climate change, agricultural viability and food security

WORK ENVIRONMENT

- This position is approximately 90% in office work and 10% out of office work, and the typical hours are 9-5 Mon-Fri. After probation period, some schedule flexibility including limited or occasional remote work is possible. Evening or weekend work is occasionally required for meetings or events. Must be able to travel to meetings and programs, and the occasional conference/training.

PHYSICAL FACTORS

- Requires ability to work in different environments, including spending up to 8 hours in the office at a computer, on the phone or in meetings with intermittent walking, standing, bending, squatting, and climbing stairs. Requires ability to walk/hike on varied terrain on farms and in forests, and haul supplies and equipment for some programs and events.

Compensation and Benefits: Starting salary \$45k-\$50k depending on experience and qualifications. Professional growth opportunities. ASA offers health, dental, vision and life insurance; Cafeteria plan for dependent care and health care reimbursements; retirement contributions; paid vacation, sick and holiday time.

ASA is an equal opportunity employer and is committed to welcoming all to our organization and to land conservation work.

To Apply:

Send resume and cover letter to Sue Ferris, Director of Development, at sue@agstewardship.org, or mail to ASA, 2531 State Route 40, Greenwich, NY 12834. No phone calls please. Position is open until filled. Anticipate starting interviews in mid-June.