

Digital Communications Associate

Reports to: Communications Director

Location: Remote

Start date: ASAP

Salary: \$55,000 - \$75,000

About FarmSTAND

FarmSTAND is the only legal project in the country dedicated solely to taking on industrial animal agriculture. We're focused on dismantling the structures that enable the consolidation of corporate power and extractive practices in our food system and we support a vision of animal agriculture that is regenerative, humane, and owned by independent farmers. We believe we cannot make change alone, and that we must align ourselves with allies across movement sectors. In these partnerships, we combine litigation with base building and storytelling to create meaningful change.

About the position

The **Digital Communications Associate** is responsible for day-to-day management of FarmSTAND's digital communications, ongoing projects that raise the profile of the organization for key audiences on digital channels, and implementing FarmSTAND's visual brand identity throughout digital and other content. The Digital Communications Associate will also be responsible for staying on top of trends and changes in the digital advocacy space regarding the functionality of different platforms and tools and making recommendations to the communications team on approaches to meet our organizational goals.

The Digital Communications Associate will work with team members across the organization to grow FarmSTAND's following on digital platforms, expand its brand to become more dynamic and responsive to the moment, and explore new digital channels that suit FarmSTAND's work.

Responsibilities

- Manage on a day-to-day basis all FarmSTAND digital channels, including social media, website, and mass email
- Undertake graphic design projects in service of a more dynamic digital presence for the organization across channels
- Design written materials beyond digital assets, including reports and resources
- Work in coalition with FarmSTAND allies, clients, and co-counsel to manage joint communications projects for individual cases or campaigns
- Analyze performance of digital media, and make recommendations for advertising strategy, new digital campaigns, and new channels for FarmSTAND to use

Qualifications:

- At least two years of experience with day-to-day management of multiple digital communications platforms

- Strong graphic design skills and ability to implement our brand kit and components; demonstrated experience with using Canva and Photoshop to create compelling graphics for social media, mass email, etc.; demonstrated experience designing text-based documents and reports
- Strong writing and editing skills
- Experience with reporting on digital analytics
- Strong relationship management skills, and experience collaborating on communications with staff from across an organization
- Willingness to contribute to the creation of a diverse, equitable, and inclusive work community that encourages collaboration
- Ability to read and write in Spanish is a plus

Work Structure: This is a full-time, exempt position. We are a fully remote workplace, although we maintain an office address in D.C.

Benefits: We provide a flexible work schedule, 17 days of paid vacation, eight days of sick leave, all federal holidays, additional FarmSTAND holidays, employer-paid health, dental and vision insurance, and a 401(k) plan.

To Apply: Interested candidates should submit a:

- 3-5 sentence note in the body of your application email responding to one of the following questions:
 - How does your experience relate to the responsibilities of this role, and what aspects of this work would you be most excited to take on?
 - What project or work are you most proud of? What role did you play in that work?
- Resumé
- Writing sample (this should be related to digital communications in some way, but can be interpreted broadly to include, for example, a social media toolkit or a digital campaign plan)
- Design samples (preference for a sample related to or applicable to digital advocacy or marketing, as well as a designed text-based document)
- Contact information for three references
- **Optional:** cover letter explaining your interest in FarmSTAND and this role.

Your application should consist of two electronic files: (1) your resume and references in a single .pdf file; and (2) writing and design samples in another .pdf file (or linked if accessible online). Applicants are encouraged to submit their materials by **May 15, 2025**, at which point applications will be reviewed on a rolling basis until the position is filled. Please submit both files to jobs@farmSTAND.org with “Digital Communications Associate” in the subject line.

FarmSTAND is an equal opportunity employer and values a diverse and progressive workplace. Studies have shown that women and people of color may be less likely to apply for jobs unless they meet every one of the qualifications listed. We are most interested in finding the best fit, not

completing a checklist. We encourage women, people of color, LGBTQ applicants, and people with disabilities to apply.