

New York Wine & Grape Foundation
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Penn Yan, NY 14527
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www.newyorkwines.org



JOB DESCRIPTION: Communications Manager (Full Time)

NEW YORK WINE & GRAPE FOUNDATION

The mission of the New York Wine & Grape Foundation (NYWGF) is to promote the world-class image of New York grapes and wines from our diverse regions to responsibly benefit farmers, producers and consumers through innovative marketing, research, communication, and advocacy.

SUMMARY OF THE POSITION:

The Communications Manager will help guide the strategy for all internal and external NYWGF messaging. They will be the team member leading NYWGF website, email, and social media channel development, and will work to ensure that the organization is viewed as the primary source, disseminator, and conduit of information for the New York wine and grape industry.

Reporting to the Director of Programs and Marketing, the Communications Manager will work closely with the senior leadership team to ensure brand accuracy and consistency among key target audiences and will be an important partner contributing to the vision of a variety of future strategic initiatives.

RESPONSIBILITIES:

1. Develop, implement, and evaluate the annual communications plan across all key audiences, in collaboration with program team members and constituents.
2. Lead the generation of online content that engages audience segments and leads to measurable action.
3. Actively manage the primary website, email newsletters and social media channels to ensure a relevant and consistent flow of information is shared and posted regularly.
4. Will track and measure level of engagement over time and adjust messaging as needed to achieve organizational goals.
5. Manage the development, distribution, and maintenance of all print and electronic collateral including all existing logos, event artwork, newsletters, and brochures.
6. Assist Executive Director and Director of Programs & Marketing in responding to inquiries for industry information from consumer, media, trade, and policy makers.

QUALIFICATIONS:

- Associate or bachelor's degree, preferably in business, marketing, communications, or equivalent practical experience.
- Minimum of 3 years of communications experience, ideally within a small nonprofit, with proven success managing complex communications plans, multiple websites, newsletters, and social media channels.
- Sincere commitment to work collaboratively with all constituent groups, including staff, board members, volunteers, donors, program participants, and other supporters.
- Knowledge of the New York State wine and grape industry
- Excellent writing/editing and verbal communication skills
- Familiarity with analytics used to measure website and social media engagement performance.
- Familiarity with basic design software including Adobe Creative Suite, Canva, InDesign and proficiency in Microsoft Office Suite.
- Familiarity with MailChimp and WordPress.

SALARY/BENEFITS:

- Salary is commensurate with experience; range \$60,000 to \$65,000 annually.
- The position is remote, with occasional in person meetings in Penn Yan, NY. Candidate must be a New York State resident or relocate to NYS.
- Benefits include a PTO/Sick time and Holidays, flexible work schedule, employer funded group life insurance, employer sponsored health & dental insurance, healthcare FSA and Simple IRA retirement plan.

TO APPLY FOR THIS POSITION:

Interested persons must email a cover letter, resume, and at least two references to the attention of Dana Alexander no later than October 25th, 2023, to danaalexander@nywgf.org. Subject line must read: COMMUNICATIONS MANAGER OPPORTUNITY.

An additional showcase of skills including websites managed, email newsletters, etc. may be requested during the interview process.

NYWGF is an equal opportunity employer. All applicants are considered for all positions without regard to race, religion, color, sex, gender, sexual orientation, pregnancy, age, national origin, ancestry, physical/mental disability, medical condition, military/veteran status, genetic information, marital status, ethnicity, alienage, or any other protected classification, in accordance with applicable federal, state, and local laws. By completing this application, you are seeking to join a team of hardworking professionals dedicated to consistently delivering outstanding service to our customers and contributing to the financial success of the organization, its clients, and its employees. Equal access to programs, services, and employment is available to all qualified persons. Those applicants requiring accommodation to complete the application and/or interview process should contact a management representative.