

## **Job Posting: VP, Marketing & Communications**

Iroquois Valley Farmland REIT, PBC is a certified B corporation and public benefit corporation that provides land security to organic farmers through innovative financial products, including leases, mortgages, and operating capital. We are funded by a broad base of nearly 850 impact investors and deploy our capital to support over 65 farmers in 19 states, impacting over 30,000 acres. Iroquois Valley was founded in 2007, and our portfolio now represents \$100 million in assets.

We are seeking a VP, Marketing & Communications to join our team. This hire will lead our marketing and communications team, and help build the department strategically over the coming years. The primary focus will be to establish consistent communications to external stakeholders and develop a marketing strategy to expand our reach and build awareness around our impact. Knowledge of organic agriculture and impact investing is essential. This is a cross-functional role that involves close collaboration with the leadership team, Investor Relations, and Farmer Relations departments. This position is remote and may be based anywhere in the US.

**To Apply:** Send a resume and thoughtful cover letter to [recruiting@iroquoisvalleyfarms.com](mailto:recruiting@iroquoisvalleyfarms.com). **Applications without both a resume and cover letter will not be considered.** Applicants who reach second round interviews will be asked to provide 2-3 work samples.

**Reports to:** CEO

**Date Posted:** 1/8/2024

**Part-Time/Full-Time:** Full-Time Exempt

**Salary Range:** \$80,000 - \$95,000

### **JOB DESCRIPTION**

#### **Summary/Objective**

The VP, Marketing & Communications is responsible for developing effective communications and marketing strategies that convey Iroquois Valley's mission and vision. The primary focus of this role is storytelling: creating compelling multimedia campaigns to share the impacts of Iroquois Valley's work with its various audiences to increase market awareness and help us reach our ambitious growth and impact targets.

#### **In this role, you will:**

- Create and implement a communications plan, including strategies to advance our impact priorities, enhance stakeholder relationships, and attract new partners.
- Develop a regional and national press strategy that builds on Iroquois Valley's 17-year history and reputation as a farmer-first organization making impact investing accessible.
- Create a calendar to distribute relevant and compelling content for Iroquois Valley's communications channels and audiences in regular intervals.
- Develop and execute communications strategies for specific impact areas (climate change, organic farmers commitment to conservation, portfolio performance, and impact investing trends) and for specific audiences, segmenting public and particular stakeholder groups.

- Analyze communications and marketing efforts to make data-informed decisions to understand and improve effectiveness.
- Provide media training to other staff members and partners to better represent Iroquois Valley.
- Cultivate relationships with existing and potential partners working in alignment with Iroquois Valley's mission and vision.
- Publicly represent Iroquois Valley at events, conferences, and in the media.
- Ensure that company brand and messaging is maintained for quality control throughout materials, within the organization, and across the website.
- Provide editing and design support for marketing materials including investor facing and farmer facing materials.
- Manage marketing budget, including determining future communications and marketing department needs and planning for them.
- Participate in planning annual shareholder meetings, with attention to developing a consistent and compelling narrative.

**To be successful in this role, you will have:**

- Clear understanding of organic agriculture, issues faced by organic farmers, and its relationship to soil health, water quality, climate change, rural economic development, public health, equity, and more.
- 7-10 years of experience in marketing and communications roles executing multimedia strategies to a variety of stakeholders, including investors.
- Demonstrated experience developing and leading both internal and external marketing and communications strategy.
- Outstanding written and verbal presentation skills.
- Substantial experience engaging with media and press.
- Solid understanding of digital content management best practices (website, social media, e-newsletter, CRM).
- Proficiency in Adobe applications, including InDesign preferred.
- Competency in data analytics to effectively analyze communications and marketing strategies and performance.
- Experience building and managing teams.
- Experience working collaboratively across departments.
- Ability to prioritize and manage multiple projects and responsibilities.
- Strong commitment to Iroquois Valley's purpose, vision, mission, and values.
- Strong commitment to justice, equity, diversity, and inclusion (JEDI), understanding of the way these issues intersect with agriculture and finance, and ability to apply a JEDI lens to work.
- Familiarity with impact investing and farmland investing landscapes.
- A learning mindset and ability to adapt, be creative, and problem-solve collaboratively.

**Travel** Some travel will be required, including at least four trips per year for team events, conferences, and farm visits.

**EEO** Don't meet every single requirement? Studies have shown that women and people from diverse communities are less likely to apply to jobs unless they meet every single qualification. If you're excited about this role but your past experience doesn't align perfectly with every qualification in the job description, we encourage you to apply anyway. You may be just the right

candidate for this or other roles. Diversity, Equity, and Inclusion: Iroquois Valley is committed to being a diverse organization that is truly representative of the communities we serve and hope to serve going forward. Iroquois Valley encourages diverse candidates to apply - Iroquois Valley provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, creed, sex, sexual orientation, gender identity, national origin, age, disability, veteran, marital, or domestic partner status. We are an equal opportunities employer with an inclusive environment where all employees can contribute to their fullest potential. We want every colleague to be able to deliver their work with dignity, equality, comfort and independence. We are open to accommodation requests regarding assistive technologies, accessibility tools, or any other reasonable adjustments that will make working here more accessible for you.

**Competitive Benefits Package** includes medical, dental, vision, life insurance, short and long-term disability, 401k match, voluntary benefits, tuition reimbursement, and paid parental leave.