



**Position Announcement
Sustainable Food Center
Marketing & Advertising Specialist
Remote to Texas | Full-Time**

Organization: For 50 years, Sustainable Food Center (SFC) has been on a mission to improve access to fresh, nutritious food for all Texans. Our mission is to transform the food system to nourish our health, land, and livelihood. We accomplish this mission by designing programs and building partnerships across the Texas food system. We envision a better food future for Texas families and farmers.

Why work at SFC?

At SFC, we are passionate about our work and share a commitment to expanding access to locally grown food raised with integrity and care for all members of our community. Join us if you are driven to build and create lasting change that supports people and the planet.

We're on a Journey:

SFC is an equal opportunity employer and values diversity on our staff and in our community. We uphold the following Core Values: Integrity, Courage, Equity and Community.

Why You'll Love Working Here:

Are you a creative and analytical marketer who thrives on bringing campaigns to life from start to finish? At Sustainable Food Center, you'll get to blend strategy and storytelling—turning data into insights, managing smooth ad and media placements, and representing SFC with media, partners, and vendors.

You'll enjoy a competitive salary and benefits, flexible work arrangements, career growth opportunities, and a supportive, inclusive team culture. Most importantly, you'll use your skills to expand access to healthy, local food for Texans—while working in a mission-driven, collaborative environment.

Job Description:

This is a full-time position at 40 hours per week. The position can be held remotely in Texas.

The Marketing & Advertising Specialist will support SFC's mission by developing and executing paid advertising campaigns to increase participation in programs like farmers' markets, cooking classes, and food access initiatives. This position plays a key role in building brand awareness, expanding statewide visibility, and contributing to fundraising goals. This role will plan and place paid advertisements, track analytics, optimize digital outreach efforts, and ensure cohesive brand messaging across marketing channels.

What You'll Do:

- Create, manage, and design paid advertising campaigns across digital, print, radio, out-of-home, and social media
- Develop and maintain a paid media content calendar aligned with organizational priorities and seasonal outreach
- Identify and negotiate paid media placements with state-wide media outlets and platforms
- Manage campaign budgets and timelines, ensuring timely placement and cost efficiency
- Maintain media partner lists and coordinate distribution of press releases and communications toolkits
- Monitor campaign performance and report on KPIs, conversions, and ROI

What You Bring:

- Bachelor's degree in marketing, communications, journalism, or a related field.
- Minimum 2 years of experience developing and managing content and marketing campaigns.
- Proficiency in paid ad platforms (Meta Ads Manager, Google Ads), SEO/SEM, and analytics tools (Google Analytics).
- Experience using design tools such as Canva and Adobe Creative Suite (InDesign, Photoshop, Premiere).
- Strong writing, editing, and verbal communication skills for diverse audiences, including racially, ethnically, and socioeconomically diverse communities.
- Graphic design experience.
- Strong organizational, project management, and time-management skills.
- Comfort presenting campaign outcomes to internal and external stakeholders.
- Experience working in multicultural and low-income community settings.
- Bilingual in English/Spanish is a plus, but not required.

Sustainable Food Center offers an excellent work environment, competitive salaries, full coverage health insurance, 401k matching after first year of employment, generous time off, hybrid work environment and a flexible schedule. The starting salary for this position is \$51,000 to \$55,000. Starting salary will be influenced by applicant's qualifications and budget considerations. The position is available starting Monday, October 6, 2025.

To Apply:

Please submit your résumé, cover letter, and three references to careers@sustainablefoodcenter.org. Use subject title: "Marketing & Advertising Specialist". In your cover letter, tell us about your lived experience working with diverse communities.

Applications accepted until **Monday, September 22, 2025**. No phone calls.