



**Position Announcement
Sustainable Food Center
Marketing & Communications Director**

Organization: With roots dating back to 1975 as Austin Community Gardens, Sustainable Food Center (SFC) is involved in every step of our local, Central Texas, food system. Our mission is to transform the food system to nourish our health, land and livelihood.

About 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 strive to create a workplace that reflects the communities we serve and where everyone feels comfortable bringing their full, authentic selves to work. To that end, we have organized multiple all-staff trainings, created internal working groups that celebrate our diverse community, and integrated equity principles into every aspect of our work.

We uphold the following Core Values: Integrity, Courage, Equity and Community

About the Role

This is a full-time position at 40 hours per week.

The Marketing & Communications Director leads the strategic development and implementation of marketing, branding, and communications efforts that elevate Sustainable Food Center's visibility, strengthen its public identity, and drive participation in community programs and philanthropic initiatives. Working closely with senior partners and stakeholders, this position sets and manages the marketing and communications budget for the organization and oversees media relations, advertising, digital engagement, and internal communications while building a strong, mission-aligned brand across all channels.

What you'll do

- Develop and execute comprehensive marketing and communications strategies that align with SFC's mission and strategic goals and elevate brand identity
- Create a multi-year plan and budget to support program enrollment, fundraising campaigns, and brand awareness
- Lead internal communications processes, including staff trainings and cross-team collaboration to align messaging and ensure brand voice consistency
- Develop and implement communications strategies for fundraising campaigns, corporate sponsorships, and donor events (e.g., Farm to Plate, Seeds of Change)
- Serve as institutional spokesperson and represent SFC at events and in the media
- Conduct audience research through surveys and analytics tools

- Collect marketing data from campaigns and social media platforms and report on that data
- Monitor key performance indicators (KPIs) to evaluate and improve campaign effectiveness
- Supervise and support a growing Marketing & Communications team, including one specialist and various contractors

About you:

Are you a creative and analytical communications professional who thrives on bringing campaigns to life from start to finish? Do you have a passion for leading a team to dream big yet paying attention to the details needed to make that dream a reality? As a storyteller and strategic thinker, you are comfortable combining data and best practices to craft messages that are compelling and meaningful. You will enjoy bringing the mission of SFC to life for all audiences, be it a program participant, a donor or a community partner. You are organized and love testing, tracking, and refining strategies to maximize impact. At the same time, you bring flexibility, collaboration, and professionalism to a fast-paced, mission-driven team. Most of all, you're motivated by impact and excited to use your skills to expand access to healthy, local food for Texans.

Education and Qualifications:

- Bachelor's degree in marketing, communications, public relations, or related field
- Extensive professional experience (7+ years) in strategic communications, marketing, or brand strategy and management, preferably in a nonprofit setting
- Proven success developing and executing integrated marketing strategies that drive engagement and revenue
- Strong understanding of digital marketing tools and trends (e.g., Google Analytics, SEO/SEM, Meta Ads)
- Excellent written and verbal communication skills with the ability to translate complex ideas into clear, engaging messages
- Demonstrated experience supervising staff or managing cross-functional teams
- Ability to analyze performance data and use insights to improve strategy
- Proficiency in Microsoft Office, Google Workspace, and marketing platforms (e.g., Canva, Asana, Adobe Creative Suite)
- Experience working with diverse communities and a strong equity lens
- Reliable transportation and willingness to work occasional evenings and weekends
- 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 \$80,000 to \$90,000. Starting salary will be influenced by applicant's qualifications and budget considerations.

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

Applications accepted until Monday, October 27, 2025. No phone calls accepted or returned.