

## A GROWING CULTURE • AFRICA-BASED DIRECTOR OF COMMUNICATIONS

Start Date: January 18, 2020

Application Deadline: Rolling until filled

Hours Per Week: 40 (full time)

Compensation: Commensurate with experience

Location: Remote

### DESCRIPTION

A Growing Culture is a movement-support organization, resourcing the peasant food web<sup>1</sup> so that food sovereignty<sup>2</sup> can take root worldwide. We do this in three ways:

- 1) We connect peasant groups to fortify the food web around the world.
- 2) We create communications that amplify peasant food movements.
- 3) We resource peasant-led movements that advance food sovereignty.

We are currently seeking a Director of Communications to support our online presence, voice, and educational content around themes like food sovereignty, decolonization, critical race theory and pan-Africanism. As much of our work focuses on raising awareness around the injustices of the current food system, and the importance of farmer autonomy and agro-ecological practices, our social media platforms are key tools for engaging and growing our audience of partners and supporters.

Through various channels including Instagram, Facebook, YouTube, Twitter, LinkedIn, Mailchimp and Medium - we explore the intersection of human rights within our food system, exploring such themes as gender equality, Indigenous rights, land grabbing, BLM, community organizing and peasant uprisings. This position is a unique opportunity to join a global team committed to the complexity of our food web, while working alongside leading activists and thought leaders in land rights, ecological agriculture and social justice globally, and to gain experience in research especially as it pertains to content creation in the non-profit and social sector.

### RESPONSIBILITIES

- Collaborate with our communications team to develop strategic and thought provoking content that furthers the Food Sovereignty movement.
- Hands-on oversight of written representation and identity
- Develop global curriculum through our social channels

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<sup>1</sup> **THE PEASANT FOOD WEB** - A worldwide community of fisherfolk, pastoralists, farmers, ranchers, herders, landless people, craftspeople, tradesmen, and more who use unbridled ingenuity in all sorts of adverse ecological and social conditions to produce 70% of the world's food. They control less than 20% of the world's resources but they safeguard 80% of the world's biodiversity while still out producing industrial agribusiness.

<sup>2</sup> **FOOD SOVEREIGNTY** - The right of all people to design and influence their own food systems; the right to healthy, culturally appropriate, and sustainably produced food. (Nyéléni Declaration)

- Track social media engagement to identify successful campaigns and areas for improvement
- Research and amplifying emerging food justice issues to be used for content
- Post content across social media platforms
- Creating content in the form of writing captions and articles
- Manage volunteer and intern writing team, making sure our brand quality, voice and tone is consistent.
- Launch newsletter communication and campaigns

#### **REQUIREMENTS AND QUALIFICATIONS:**

- Strong Interest in Pan-Africanist Theory and Decolonization Movements
- Understanding of Food Sovereignty and rural movements preferred
- Undergraduate or Masters degree
- Skilled in Public Speaking
- Excellent writing and communication skills
- Experience working with social networking sites and familiarity with social network analytics, Adobe and social media management platforms preferred
- Demonstrated ability to work both independently and collaboratively
- Highly organized and detail oriented
- Capacity to manage and guide volunteer writers
- Ability to manage multiple tasks
- Comfortability and willingness to learn how to best utilize platforms such as Mailchimp, YouTube, Medium, Etc.

#### **APPLYING**

Please submit answers to the questions below along with a resume to Loren Cardeli at [Loren@agrowingculture.org](mailto:Loren@agrowingculture.org) and Thea Walmsley, Communications Manager at [thea@agrowingculture.org](mailto:thea@agrowingculture.org); please include "Communications Director" in the subject heading. Due to high volume, we are unable to respond to all inquiries and will only contact those candidates selected for consideration. A Growing Culture is proud to be an Equal Employment Opportunity and Affirmative Action employer. All applicants will be considered for employment without attention to race, color, religion, sex, sexual orientation, gender identity, national origin, veteran or disability status.

#### **QUESTIONS**

1. Why do you want to work with A Growing Culture and how have your past experiences prepared you for this role?
2. How can the food sovereignty movement learn from pan-Africanism?
3. How is the mainstream development agenda a derivative of colonialism?

\*Please study the language that we use on social media as well as on our medium blog. When answering questions 2 and 3, preference will be given to those who can work with AGC tone and voice.