



## Job Opening

**Position:** Marketing Communications Associate  
**Employment type:** Part-time contract, nine months  
**Start Date:** September 2021

### About us:

Bountifield International creates opportunities across Africa for rural entrepreneurs with tools and services to efficiently process, save, and sell more food. Small businesses and farmers increase their incomes, more jobs are created, and Africa feeds herself and the world. Our goal is to partner with millions of African farmers and rural entrepreneurs by 2025, filling gaps in postharvest markets, so that Africa can feed herself.

More than 73,000 people partnered with us last year in Senegal, Kenya and Malawi and more than 1 million have benefited from our programs globally. Bountifield's work especially benefits women and youth, with women farmers comprising 90% of users of Bountifield's tools.

### Duration and compensation:

The position will be a part-time contract role based in Minneapolis, MN. The contract is for 30 hours weekly and will start in September 2021 and will last for nine months. Hours and work dates are flexible based on schedule of the individual, but schedule will be determined and set between the Marketing and Communications Manager upon acceptance of the role. The rate is \$20/hour and will be a combination of remote and in the office in Minneapolis, MN.

### Position description:

The primary responsibility of the Marketing Communications Associate is to support the promotion of ongoing communication with donors, specifically on social media content creation and scheduling; writing stories to be used in blogs, email newsletters and fundraising materials; assist with development and implementation of fundraising campaign; possibly some graphic design of marketing materials; updating CRM database records; and event support. Other duties may also be assigned as needed.

### Responsibilities:

- Support the Marketing and Communications Manager in creating collateral pieces, case studies, and online content
- Update and create website content
- Assist with special events

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Creating opportunities to process, save, and sell more food.

- Create and schedule social media posts
- Support email marketing including creating content and scheduling emails through marketing automation software
- Support donation reconciliation and acknowledgements
- Support maintaining and organizing image asset library
- Updating and maintenance of CRM database records
- Other duties as assigned by the Communications & Marketing Manager or CEO

**Education and experience requirements:**

- B.A. in International Development, Communications, International Relations or similar field
- 2 years of experience in a marketing or communications role
- Experience in non-profit marketing or fundraising a plus
- Familiarity with Blackbaud Raiser's Edge or similar CRM donor database a plus
- Experience in copywriting, graphic design, and/or public relations
- Strong writing and organizational skills
- Experience in learning and using digital marketing tools including working with websites
- Familiarity and strong comfort with social media platforms, tools and best practices, incl. LinkedIn, Facebook, Twitter, and Hootsuite
- Professional attitude and demeanor
- Computer skills including Microsoft Office software; familiarity with Adobe Creative Suite desired
- Experience in video editing with Adobe Premiere a plus
- Excellent time management skills and discipline to balance schedule of remote/in-office responsibilities
- International travel experience a plus

**To apply:**

Send cover letter and resume along with 2 writing samples to [jobs@Bountifield.org](mailto:jobs@Bountifield.org).  
Submissions will be reviewed on a rolling basis until the contract has been filled.