

Slow Food Wisconsin Southeast, a local chapter of the international Slow Food organization, is seeking a Communications and Public Relations Manager to oversee our communications team, marketing, and public outreach efforts. You will be part of a team of 12 volunteer board members. You will learn the ins and outs of our organization and how to manage our overall communication and outreach efforts. Two-hour in-person training will be held prior to the start of the position. This is a two-year term that runs from **February 28, 2015 to February 28, 2017.**

This is a volunteer position and requires a time commitment of approximately 10 hours per month. Most work can be completed from home. The Communications and Public Relations Manager is required to attend the board leadership meeting every month.

**What will you do?**

- Create, implement, and measure the success of a comprehensive marketing, communications and public relations program that will enhance Slow Food WiSE's image and position within Milwaukee.
- Facilitate internal and external communications; and, all Slow Food WiSE marketing, communications and public relations activities and materials
- Responsible for editorial direction, design, production and distribution of all Slow Food WiSE publications.
- Coordinate media interest in Slow Food WiSE and ensure regular contact with target media and appropriate response to media requests.
- Act as Slow Food WiSE's representative with the media.
- Train and manage the Website and Blog Manager and Social Media Manager to ensure consistent and reputable image of Slow Food WiSE
- Create and distribute a newsletter at least once per month
- Work with Events Manager to market successfully both before and during to generate interest for future events

**What skills should you have?**

- Excellent written and verbal communication, strong editing skills
- Demonstrated successful experience writing press releases, making presentations and negotiating with media
- Experience overseeing the design and production of print materials and publications
- Energy, with a desire to come up with fresh ideas on how to reach out to potential target markets
- Be creative with an eye for design
- Knowledge of Constant Contact or other mass mailing services
- Knowledge of Website editing software – WordPress
- Knowledge of digital media software – Photoshop or other graphic design software is preferred
- Knowledge of video editing software – iMovie, Final Cut, or Windows Live Movie Maker is a plus
- Willingness to create blog posts regularly

## Communications and Public Relations Manager



- Experience proofreading and editing
- Ability to contribute individually, and participate in cross-functional teams
- Ability to manage multiple projects at a time

### How great will it be?

The Communications and Public Relations Manager offers real-world experience for a small-scale not-for-profit organization with global brand appeal, and local credibility. The Communications and Public Relations Manager participates in leadership team meetings, can attend Slow Food WiSE events, and has ample opportunity to meet food-related luminaries like farmers, chefs, nutritionists, and artisans in and around Milwaukee.

### Interested?

Email your resume along with a brief description (2 to 3 paragraphs) of your interest and experience to Amy Giffin at [agiffin@slowfoodwise.org](mailto:agiffin@slowfoodwise.org) by **Monday, February 9, 2015**.