

Food Systems Communications Associate

Part-time up to 10 - 30 hrs / week (contract position)

ORGANIZATION

HAPA's mission is to catalyze community empowerment and systemic change towards valuing people and 'āina ahead of corporate profits. HAPA works on a series of interconnected Hawai'i-wide campaigns to advance fair and sustainable food systems; community-based resource stewardship; reclaiming democracy; and social and economic justice (our four program areas).

Fair and sustainable food systems campaigns support the transition from extractive industrial systems toward regenerative and just food systems that honor and center Kānaka Maoli traditional knowledge, practices and connection to place. We seek to increase Hawai'i's food security and mitigate climate impacts. This is HAPA's core issue area.

Part-time Communications Associate - Job Description

HAPA is seeking Communications Associate to work up to 15 - 30 hours a week; *this role has the potential for full time hours and advancement*. Who we imagine will thrive in this position is someone interested in food systems related advocacy and community organizing campaigns. This position will offer the opportunity to deepen your skills in strategic communications and advocacy. This role would be a great fit for someone who needs flexibility of time and would like to explore pursuing a communications, writing, or journalistic career. We see this role as a launching pad for further communication or policy growth.

While this is a contract position, our intention is with the right team-member this role will develop into a full-time position with opportunities to advance.

This role supports HAPA's food systems focused communications campaigns.

Responsibilities Include:

- Project management of food systems communications projects, campaign support, channels, audience/ member segments

- Reading and summarizing key food systems news and media for a food systems digest
- Some managing and coordinating media relations
- Writing and copy editing food systems communications materials
- Support with piloting, developing, and managing our communications tech stack and constituent databases
- Assisting with multimedia production & content development.
- Track and prepare reporting on distribution and online performance analytics
- Tracking and coordinating amplification of earned media

Projects Include :

FSFS Email Publishing (articles):

We have 4 major Newsletters that go out a month-ish.

- Letter from the Executive Director
- Food Systems Digest
- National Campaign Newsletter

Contribution Editor:

In conjunction with the Email Newsletters there will be a schedule of guest-writers that are subject-matter experts from our community; these writers will publish articles through our email and blog, which we will then promote through our social-media channels.

Media Relations:

This will include drafting Press Release, managing our Media Relations partnerships & log; coordinating materials with HAPA's press contacts, and supporting journalists with HAPA photos, contacts, and quotes.

Additionally, this role will monitor and report on HAPA's presence in the news and media.

Programming Support:

FSFS Legislative Testimony Support & Coordination

This role will be expected to support the drafting & submitting of HAPA's broader, non-pesticide specific testimony.

This role will help with the copy, graphics, and distribution of alerts to our base & partners for legislative updates, CTAs, and alerts.

FSFS Pesticides, Public Health, The Right to Know

- Research, draft copy, and compile resources for this Campaign
- Provide events & organizers with communication support

FSFS Develop Ground-Softening, Informative Campaign Materials

- Topic 1 : Buffer Zones
- Topic 2 : Neonicotinoids, Pollinator Protections
- Topic 3: Public Lands for the Public Good

FSFS 'Ai Pono (Eat Local) Kaua'i Challenge

- Research, Draft copy, and compile recipes, promotion and resources for this Campaign
- Deck & engagement materials for Organizer(s)

RD Kuleana Academy

Monthly-ish Blog / Email Newsletter - KA Alumni Digest

Requirements:

- A demonstrated passion and interest for H.A.P.A.'s mission
- Strong reading and writing skills
- Strong critical thinking skills
- Comfort with or ability to quickly learn and troubleshoot tech tools.
- Strong time-management skills or ability to work independently without constant supervision
- Familiarity with food systems issues in Hawai'i
- Familiarity with grassroots movements in Hawai'i
- Must own or have access to laptop and internet for work and the ability to work remotely
- Already a resident of Hawai'i; can be based on any island.
- Familiar with Google Drive, GSuite, Google Sheets, Docs, Slides, etc.
- Comfort with Saas and Apps: Action Network, Meta Business, Hootsuite, CRM, Trello, Slack GSuite, Zoom, etc.

Desired Additional Skills:

- Subject matter expertise / a strong interest in food-systems, environmental, land-management, and labor issues.
- Moderate Photography/ Videography skills, or willingness to learn
- Public speaking, and/ or willingness to be “on camera” for social media platform
- Familiar with Canva or Adobe
- Familiar with basic video editing

COMPENSATION

Compensation: \$30-35/hr (commensurate with experience)

WORK ENVIRONMENT

HAPA staff and consultants work remotely and connect via bi-weekly staff meetings on zoom. However, some inter-island travel may be required.

EQUAL OPPORTUNITY

HAPA is an equal-opportunity 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.

To apply please email cover letter, resume and 2-3 writing samples to:
jasmine@hapahi.org