Are you an experienced communications professional? Would you like to use your skills to make a real difference by saving endangered breeds of livestock and poultry from extinction? We are searching for a Communications Manager to join our small staff of 10 and help tell the stories of heritage breed conservation. We offer a salary of $50-55K, the option to work 100% remotely, healthcare benefits, and generous paid leave. *Isn’t it time you had a job you truly loved?*

The Livestock Conservancy’s mission is to protect endangered livestock and poultry breeds from extinction. We serve 190+ heritage cattle, chicken, donkey, duck, goose, goat, horse, pig, rabbit, sheep, and turkey breeds, including the Poitou donkey pictured with our Dr. Charlene Couch. Our Communications Manager directs outreach that respects our Core Values of Animal Well-being, Quality and Integrity, Diversity, Collaboration, and the Stability of genetic resources.

You will develop, manage, and evaluate methods to effectively communicate this important scientific work to a wide range of people and organizations, including 2K+ members, donors, board members, partners, and the general public. The work is varied and challenging, often requiring originality or ingenuity.

Are you comfortable “thinking on your feet” and fielding inquiries from the public? You’ll be The Livestock Conservancy’s point person with major media, often speaking on our behalf. You’ll also create and maintain content for social media platforms including Facebook (45K Followers), Instagram (12K), Twitter (3.3K), YouTube (3K), and Pinterest. We’re looking for someone who demonstrates critical thinking, creative problem-solving, and leadership because you’ll manage all these dialogues.

The position requires an energetic self-starter who is rigorous about prioritization and attention to detail, can multi-task, and can successfully manage several projects simultaneously. The Communications Manager will report to the Development Director and be an important member of The Livestock Conservancy’s External Relations team.

You will create and implement communications plans to increase awareness and visibility of The Livestock Conservancy with specific oversight and responsibility for the following elements:

- Lead the writing, editing, design, and distribution of all print and electronic materials including, but not limited to, quarterly newsletters, monthly blogs, social media, annual reports, brochures, press releases, annual directories, flyers, and reports.
- Create and maintain content for [www.livestockconservancy.org](http://www.livestockconservancy.org), including the online directory and Heritage Breed Marketplace. Annually, 600K unique visitors from more than 195 countries around the world make 2.4M page views across the 400+ educational pages we develop, promote, and maintain as a trusted source of science-based conservation information.
• Distribute regular electronic communications to a network of subscribers including monthly eNews, eblasts through Vertical Response, and press releases.
• Support staff as needed with fundraising appeals, proposals, grants, and reports.
• Write and distribute press releases, keep track of press mentions, and assist with media calls and emails.
• Coach staff on communication best practices and standard operating procedures.
• Supervise contractors who may include graphic designers, printers, webmasters, writers, photographers, and more skilled partners.
• Work with staff to design, publish and distribute program-related materials such as books, workshops, seminars, videos, and other publications.

To accomplish these tasks, the ideal candidate will be able to work under stress during peak workload periods. The work may require some weekends, as well as occasional travel to meetings, events, or farm visits including working with live animals and poultry. The Communications Manager may be a 100% remote position with your willingness to occasionally travel to The Livestock Conservancy’s headquarters in Pittsboro, North Carolina, for onboarding, training, and regular staff interaction.

Experience, Knowledge, and Skills to Make You an Ideal Candidate:

• At least five (5) years of full-time work experience managing communication responsibilities, especially for a non-profit organization
• Bachelor’s degree in a discipline related to the area of assignment, including Agriculture Communications, Communications, Journalism, and/or Marketing
• Agriculture experience, especially with livestock and poultry. Preference will be given to first-hand experience with heritage breeds.
• At least three (3) years of experience managing digital and social media channels, especially Facebook and Instagram
• Strong research, writing, editing, and organizational skills demonstrated by samples and/or portfolio upon request. Ability to produce exceptional first drafts.
• Photography skills including the editing of .jpg and .pdf files. The ability to edit videos will make you an exceptionally stronger candidate.
• Extensive knowledge of Microsoft Office software and demonstrated experience with WordPress, InDesign, Photoshop, PowerPoint, and other presentation software. Proficiency working in Google virtual environment (Google Docs, Google Calendar, etc).
• Successful work experience in remote/hybrid employment environments
• High energy level and desire to be successful
• Support for the mission of The Livestock Conservancy including the consumption of livestock and poultry food products

Apply at Indeed by August 20, 2023, for full consideration.
What is The Livestock Conservancy?

We are a successful, financially secure national organization with regional strength and international influence. Our 46 years of work support the development of healthy markets and farm profitability for rare breeds like the Spanish goat pictured. The Livestock Conservancy works with rare breed stewards like Dr. Richard Browning, a member of our board of directors, and others to achieve broad public recognition of the value of breed diversity. We are a leader in breed conservation and promote the genetic health of endangered breeds of livestock and poultry.

Why is genetic diversity important?

Like all ecological systems, agriculture depends on genetic diversity. In domestic animals, genetic diversity is revealed in distinct breeds, each with different characteristics and uses. Biodiversity is necessary to adapt food systems to an ever-changing environment. Heritage breeds like the critically endangered Cubalaya chicken pictured retain essential attributes for survival and self-sufficiency. These include fertility, foraging ability, longevity, hardiness, maternal instincts, and resistance to diseases and parasites. As agricultural needs change, this genetic diversity will be necessary to ensure adequate food and fiber production. Once lost, genetic diversity is gone forever.

What Are Heritage Breeds?

Heritage breeds are traditional livestock and poultry breeds raised and stewarded for generations. Some of the breeds on the Conservation Priority List like the Galiceno horse pictured with former board member Dr. Richard Blaney have been found in America for more than 500 years. These breeds were carefully selected over time to emphasize the traits that made them successful in their local environments. They thrived under farming practices and cultural conditions often very different from those found in our modern agricultural systems.

Heritage breeds are in danger of extinction. As agriculture changed over the years, many of these breeds fell out of favor. Heritage breeds store a wealth of genetic resources that are important for our future and the future of our global agricultural food systems.

For more information, please visit www.livestockconservancy.org.