



Greater Newark Conservancy
32 Prince Street, Newark NJ 07103
973-642-4646
www.greaternewark.org

Job Title: Community Engagement and Marketing Manager
Department: Coalition for Healthy Food for Newark Students
Reports To: Coalition Director
Type: Part-Time (20 hours/week), In-Office with Community-Based Field Work
Start Date: Immediately

Organization Description

For more than four decades, Greater Newark Conservancy has worked to promote environmental stewardship, food security, education, and community wellness throughout the City of Newark. Through environmental education, urban agriculture, workforce development, and neighborhood revitalization, GNC empowers residents to build healthier communities and create opportunities for future generations.

As one of Newark's premier nonprofit organizations, Greater Newark Conservancy is committed to creating equitable opportunities through environmental education, workforce development, community engagement, and access to healthy food.

Department Description

The Coalition for Healthy Food for Newark Students is entering an exciting new phase of growth, innovation, and community impact. Formerly known as the Coalition for Healthy Food in Newark Schools, the Coalition is expanding its reach beyond traditional school partnerships to strengthen a citywide network dedicated to ensuring every Newark student has equitable access to healthy food, nutrition education, and food system opportunities.

Through Coalition 2.0, the organization is strengthening relationships across Newark's five wards by engaging residents, youth, community organizations, healthcare institutions, schools, businesses, and public agencies to build a healthier, more equitable food system. Strategic community engagement and public awareness are essential to ensuring that community voices remain at the center of Coalition priorities and decision-making.

Position Summary

The Community Engagement and Marketing Manager is a part-time position employed by Greater Newark Conservancy and assigned to support the Coalition for Healthy Food for Newark Students.

Reporting directly to the Coalition Director, this position is responsible for leading the Coalition's community outreach, stakeholder engagement, neighborhood relationship-building, and marketing efforts. The Community Engagement and Marketing Manager will cultivate partnerships across Newark's five wards, strengthen community visibility, coordinate public engagement activities, and ensure Coalition initiatives are effectively communicated to residents, partners, policymakers, and funders.

The ideal candidate is an energetic relationship-builder with experience in community organizing, stakeholder engagement, communications, and strategic marketing. This individual should possess exceptional interpersonal skills, cultural competency, and a passion for community-centered work.



This position is grant-funded through June 30, 2029, with continued employment contingent upon the availability of grant funding.

While the anticipated work schedule offers flexibility, regular evening and weekend hours are required to attend community meetings, neighborhood events, Coalition activities, and public engagement opportunities.

Primary Program and Field Work Responsibilities

- Develop and implement a comprehensive community engagement strategy that reflects Coalition priorities.
- Lead outreach and relationship-building efforts throughout Newark's five wards.
- Establish and maintain strong partnerships with residents, neighborhood associations, schools, faith-based organizations, healthcare providers, businesses, elected officials, and community-based organizations.
- Coordinate ward-level engagement meetings, listening sessions, focus groups, and community forums.
- Recruit and engage Coalition members, volunteers, ambassadors, and community champions.
- Serve as the Coalition's primary liaison to community stakeholders.
- Represent the Coalition at neighborhood meetings, conferences, public events, and community celebrations.
- Develop and implement annual outreach and stakeholder engagement plans.
- Collaborate with Coalition staff to ensure community priorities inform program development.
- Coordinate stakeholder communications and maintain engagement databases.
- Identify opportunities for strategic partnerships and collaborative initiatives.

Marketing & Communications

- Develop and manage the Coalition's marketing and communications strategy.
- Create content for newsletters, social media, websites, presentations, promotional materials, and public awareness campaigns.
- Coordinate media outreach and assist with press releases and public relations efforts.
- Promote Coalition events, campaigns, trainings, and initiatives.
- Ensure consistent branding across all Coalition communications and materials.
- Collect community stories, testimonials, photographs, and success stories that demonstrate program impact.
- Monitor marketing performance and community engagement metrics.

Secondary Program Responsibilities

- Coordinate volunteers during Coalition events.
- Assist with planning and execution of Coalition conferences, trainings, and special events.
- Support internal communications across Coalition committees and partners.
- Participate in organizational meetings and professional development opportunities.
- Perform additional duties as assigned.

Qualifications

- Bachelor's degree in Communications, Public Relations, Marketing, Public Health, Community Development, Public Administration, or a related field; or equivalent professional experience.
- Minimum three (3) years of progressively responsible experience in community engagement,



stakeholder relations, communications, marketing, nonprofit outreach, or public affairs.

- Demonstrated experience facilitating community meetings and building cross-sector partnerships.
- Familiarity with Newark neighborhoods, community organizations, and civic infrastructure strongly preferred.
- Exceptional written, verbal, and public speaking skills.
- Experience managing social media platforms and digital communications.
- Experience using Canva, Microsoft Office Suite, Google Workspace, Constant Contact, and other communications platforms preferred.
- Strong organizational and project management skills.
- Ability to work independently while managing multiple priorities.
- Bilingual (English/Spanish or another language commonly spoken in Newark) preferred but not required.

Success Factors

The successful candidate will demonstrate:

- Outstanding relationship-building and networking abilities.
- Strong community organizing and facilitation skills.
- Excellent communication and storytelling abilities.
- Creativity in marketing and public engagement.
- Cultural humility and commitment to equitable community engagement.
- Professionalism and diplomacy when working with diverse stakeholders.
- Initiative and ability to work independently.
- Strong organizational and project management skills.
- Passion for food justice, nutrition, youth development, and community wellness.
- Ability to represent the Coalition with credibility and professionalism.

Physical Demands

The physical demands and work environment described here are representative of those encountered while performing the essential functions of this position.

Responsibilities include:

- Frequent travel throughout Newark and surrounding communities.
- Attendance at neighborhood meetings, public events, conferences, and community gatherings.
- Extended periods of standing during outreach activities and events.
- Event setup and breakdown.
- Occasional lifting and transporting of outreach materials weighing up to 25 pounds.
- Evening and weekend work.
- Regular use of computers and digital communication platforms.
- Frequent communication with residents, community partners, and public officials.
- Specific vision abilities required by this job include close vision, distance vision, peripheral vision, depth perception, ability to adjust focus, and ability to distinguish colors.
- While performing the duties of this job, the employee is regularly required to talk, hear, stand, bend, and walk.

Additional Requirements

- This is primarily an on-site and community-based position located in Newark, New Jersey.
- Candidates must possess a valid driver's license, reliable transportation, and access to a personal



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vehicle.

- Professional business casual attire is required.
- Candidates should be comfortable working independently in community settings and representing the Coalition at public events with minimal supervision.

Compensation & Benefits

This is a part-time position (20 hours per week) funded through a grant that currently supports the role through June 30, 2029.

The anticipated pay rate is \$28 per hour, commensurate with experience and qualifications. Part-time employees may be eligible for certain organizational benefits, including:

- Professional development and training opportunities
- Flexible scheduling
- Mileage reimbursement for approved business travel

To Apply:

Send a resume and cover letter to Chesha Hodge at chesha@greaternewark.org. In the subject line of your email, indicate that you are applying for the *Community Engagement and Marketing Manager* position.