



Communications Manager Job Description

About Green City Market

Green City Market (GCM) is a 501c(3) nonprofit whose mission is to build a resilient local food system rooted in farmer support, edible education, and food access for all. We uplift small and sustainable farmers, educate our community about where food comes from, and ensure every Chicagoan can access fresh, locally grown food. Our markets are places of connection, stewardship, and shared responsibility — supporting farmers, nourishing neighborhoods, and strengthening the regional food economy.

This role offers a unique opportunity to help shape Green City Market's next chapter as our work expands through the development of a year round food hub.

Position Overview

The Communications Manager is responsible for leading the execution of Green City Market's external communications across digital platforms, markets, events, and community-facing spaces.

Reporting to the Director of Development & Communications, this role works in close partnership with the Development Manager and across internal teams to ensure that Green City Market's storytelling, campaigns, sponsorship visibility, and public-facing communications are cohesive, timely, and mission-aligned. The Communications Manager owns day-to-day communications execution, publishing, and on-site storytelling, while helping translate organizational priorities into clear, compelling messages that reach donors, partners, and the broader community.

This role is highly visible and hands-on, blending digital communications leadership with in-person engagement at markets and events, and plays a critical role in shaping how Green City Market shows up publicly during a period of organizational growth.

Key Responsibilities

Please note: This job description is intended to outline the general responsibilities and expectations of the role. It is not an exhaustive list of duties, and responsibilities may evolve over time in response to organizational needs, seasonal programming, and growth at Green City Market.



Digital Communications, Storytelling & Metrics

- Create, schedule, and publish content across social media platforms, with a focus on visual storytelling and mission alignment.
- Draft and design newsletters and email campaigns using Mailchimp.
- Support philanthropic and donor-facing communications, including campaign messaging and impact storytelling.
- Maintain consistent brand voice and visual identity across digital platforms.
- Assist with website updates and basic content management as needed.
- Track and report on key digital communications metrics, including email performance, social engagement, and campaign reach.
- Share clear insights with the Director of Development & Communications to inform learning and improvement.
- Own routine website content updates and coordination, ensuring timely updates tied to events, campaigns, sponsorships, and market information.

Campaigns & Fundraising Communications

- Own corporate sponsorship execution and stewardship for market-based sponsorships, including sponsor visibility, recognition, communications, and on-site presence at markets.
- Partner with the Development Manager to support corporate sponsorships for events, including Chef BBQ, Peak Season dinners, and seasonal fundraisers.
- Develop and manage sponsor-facing communications and assets, including recognition materials, signage, digital acknowledgements, and post-event follow-up.
- Assist with Givebutter and Bloomerang content needs related to sponsorships, campaigns, events, and donor communications.
- Collaborate on storytelling that highlights farmers, food access, education, and community impact in ways that align with sponsor partnerships.

Events, Markets & Community Engagement

- Play a central role in communications and on-site execution for major GCM events, including Chef BBQ, Peak Season dinners, seasonal fundraisers, and community activations.
- Support the More Than a Market booth at outdoor markets as a core communications and engagement tool.
- Work market days and events as part of the GCM staff team, including staffing booths and engaging with shoppers, volunteers, farmers, and partners.
- Capture photos, short videos, and stories at markets and events for use across digital communications, donor stewardship, and post-event follow-up.



- Support follow-up communications after events, including highlights and impact storytelling.

Visual Design, Merch & Signage (Aligned with GCM Brand Guidelines)

- Design and produce signage, printed materials, and visual assets for markets, events, and the More Than a Market booth, in alignment with GCM brand guidelines.
- Support design needs for GCM merchandise, campaign materials, and donor-facing collateral.
- Ensure visual consistency across physical and digital spaces, including markets, events, and the Montrose site.
- Coordinate with Operations and Market teams to ensure signage and materials are accurate, timely, and ready for use.
- Manage and update existing templates, and create new assets as needed, using established brand guidelines.

Collaboration, Operations & Publishing Ownership

- Own the scheduling and publishing of all external communications, including social media posts, newsletters, campaign emails, and event promotions.
Coordinate with program, market, and development staff to gather stories, updates, visuals, and content.
- Maintain and manage content calendars and campaign timelines.
- Support basic communications tracking and reporting.
- Enter and update communications-related data in Bloomerang and Givebutter, including campaign records, event details, and contact notes.
- Support strong data hygiene by maintaining accurate lists, tags, and basic reports related to communications and engagement.

Qualifications

- Minimum of 2 years of experience in nonprofit communications, including social media management, storytelling, and coordination of communications-related data.
- Strong writing and editing skills, with the ability to adapt tone for different audiences and platforms
- Experience creating digital content, including short-form writing, photo-forward posts, and basic video or reel-style storytelling
- Experience or familiarity with Canva, Mailchimp, social media platforms, and basic CRM data entry (Bloomerang and Givebutter preferred)
- Working knowledge of common workplace technology; familiarity with Google Workspace, CRM software, Microsoft Office, and similar tools



- Detail-oriented, with experience entering, reviewing, and maintaining accurate data and lists
- Interest in food systems, farmers markets, sustainability, or food access
- Ability to work early mornings and weekends during market season, to work outdoors in varying weather conditions; markets operate rain, snow, or shine, to meet the physical demands of market work, including standing for extended periods, lifting up to 50 pounds, and supporting market setup and breakdown, with or without reasonable accommodation
- Naturally engages people and builds authentic relationships, representing Green City Market with warmth in community-facing and market environments.
- Bilingual or multilingual proficiency in Russian, Polish, Chinese (Mandarin or Cantonese), and/or Spanish is a plus

Compensation & Structure

- **Position Type:** Full-time, Exempt
- **Salary:** \$65,000 annually
- **Paid Time Off:** 20 vacation days accrued in your first year, 10 floating holidays, 10 sick days, plus annual seasonal office closures. More details can be found in the employee handbook.
- **Benefits:** Medical, dental, and vision insurance; 401(k) with employer match; monthly mobile stipend; professional development support
- **Schedule:** The schedule for this role is evolving and will continue to adapt as programming expands at GCM's permanent location. The position will generally follow a Tuesday–Saturday schedule, with early mornings on outdoor market days and some evenings or weekends to support classes, events, and seasonal programming.
- **Reports to:** Director of Development & Communications
- **Location:** GCM Offices 2457 W Montrose Ave 60618, All GCM farmers Market Locations (currently Lincoln Park and West Loop)

To Apply:

To apply, please follow this [Link](#). There will be space to attach your resume and examples of your work.

Equal Opportunity Statement

Green City Market is an equal opportunity employer and is committed to building a team that reflects the diversity of our community. We encourage candidates of all backgrounds, identities, and experiences to apply. We celebrate diversity and are dedicated to creating an inclusive environment where all employees feel valued, respected, and supported.



Employment Disclaimer

This job description is intended to describe the general nature of the role and does not constitute an employment contract.