

Job Title: Communications & Outreach Coordinator

Employer: White House Farm Foundation, a 501(c)(3) nonprofit foundation

Job Type: Full time (40 hr/wk), salaried, hybrid

Work Schedule: Flexible schedule – some evening and weekend work required.

Work Location: Must report at least 2 days per week to WHFF office in Bristow, VA. Occasional work required at Leopold's Preserve (Haymarket, VA), the White House Farm (Luray, VA) and other locations.

Salary Range: \$50,000 - \$60,000, commensurate with experience

Application Deadline: Sunday, July 20, 2025

Required Experience: 0-2 years (entry level). This is an ideal role for a recent graduate or early career professional seeking experience in the nonprofit environmental space.

The White House Farm Foundation (WHFF) is seeking a Communications & Outreach Coordinator to support our work at Leopold's Preserve, the White House Farm, and across Northern Virginia & the Shenandoah Valley. This role will support and report to our Executive Director. Work will involve administrative duties, management of community outreach strategies, and on-site program support. Our on-site programming is typically outdoors and may involve hiking, lifting heavy objects, and exposure to ticks, poison ivy, and other outdoor hazards.

The mission of the White House Farm Foundation is to enrich individuals with knowledge of and involvement with our natural ecological systems, holistic community planning, and respect for local history and culture. We carry out our mission by managing land (at Leopold's Preserve and the White House Farm), facilitating community education and engagement events, and supporting partner organizations throughout our region. Much of our work occurs at Leopold's Preserve, a 380-acre park in Haymarket, Virginia which we own and manage. We also conduct work at the private White House Farm, a 270-acre working farm in Luray, Virginia. Learn more about our work at whfarmfoundation.org.

Key Responsibilities:

- Implement WHFF Community Outreach
 - o Manage WHFF social media presence across platforms (including Facebook, Instagram, and YouTube)
 - o Regularly update and improve website content for WHFF and Leopold's Preserve
 - o Design engaging outreach materials including flyers, brochures, signage, and emails
 - o Capture and share photo/video content at WHFF events
- Manage WHFF Partnerships
 - o Track news, programs, and other updates from WHFF's partner organizations, as well as potential future partners
 - o Recommend program or funding partners to support WHFF strategic goals
 - o Represent WHFF at a limited number of our partners' events
- Support Programs & Events
 - o Attend WHFF programs and volunteer events at Leopold's Preserve and the White House Farm – both to take photos and to engage with participants
 - o Lead public programs or volunteer events on an as-needed basis

Minimum Qualifications:

- Strong written and visual communication skills
- Proficient with Microsoft Office Suite
- Proficient with camera and video recording equipment
- Comfortable working with members of the general public
- Organized and detail-oriented
- Ability to work in outdoor environments in a variety of weather conditions
- Ability to travel to Leopold's Preserve (Haymarket) and the White House Farm (Luray) as needed
- An interest in WHFF's work and mission

Applicants with one or more of these Additional Qualifications are highly desired:

- Experience with any of the following software:
 - o Meta Business Suite
 - o Wix website builder
 - o Canva
 - o Adobe Creative Suite
 - o ArcGIS or other mapping programs
- Experience with landscape and nature photography
- Experience with graphic design and/or website design
- Experience with Section 508 compliance for websites and PDFs
- Experience managing social media presence for a business or nonprofit organization
- Experience leading public programs or volunteer events
- Experience with field data collection
- Experience operating small drones for photography/videography
- Fluency in Spanish (especially relevant conservation terminology)
- A background or interest in conservation and/or community planning

Benefits:

- Flexible work schedule, including ability to work from home 2-3 days per week
- Insurance coverage: medical, dental, worker's compensation, life insurance
- PTO starting at 10 vacation days, 11 holidays, and 6 sick days per year
- Fully vested 401k plan after 1 year, including up to 4% employer match
- Eligible for performance-based annual bonuses at the discretion of management

To Apply, submit the following documents and information via email to info@whfarmfoundation.org:

- Cover letter or statement of interest
- Professional resume
- If applicable, samples of your photography and design work (or portfolio link)
- Desired start date for this role

At the White House Farm Foundation, we value the strength that comes from a variety of perspectives and experiences, and we are committed to providing an inclusive and supportive space for our entire team. As such, we encourage individuals from all races, ethnicities, genders, sexual orientations, abilities, and socioeconomic backgrounds to apply for our job opportunities.