



JOB TITLE:

Marketing & Communications Manager

Location: Seattle, WA (preferred); Boulder, CO (Mad Agriculture headquarters); or Remote

Reports to: Chief Marketing Officer (CMO)

Team: Mad Media

MAD AGRICULTURE

Our mission is to create a regenerative revolution in agriculture. At Mad Agriculture, we believe that healing our relationships to self, others, and the earth is our highest calling. To do this, we put radical ideals to work. We see no division between the work of the heart, soul, and mind. Our day-in, day-out work is focused on helping farmers transition to and thrive in regenerative organic agriculture. We provide stewards with land & business support, access to equitable and innovative financing, and values-aligned markets. We also tell the story of regeneration using a variety of communication approaches that often include collaborations within our community so we can collectively build the regenerative revolution.

Mad Agriculture is a fast-paced, action-oriented startup nonprofit organization seeking exemplary individuals committed to the revolution. Our culture is entrepreneurial and deeply rooted in a commitment to creating services and products that meet the deepest needs of the farmers and land that we serve. We have a robust commitment to both inner and outer work, which is critical for embodying the principles of regenerative leadership. We are headquartered in Boulder, Colorado, with staff across the country. We would prefer someone in Seattle, WA for this role to work in person with our CMO twice a week, but are open to remote applicants.

THE ROLE

We're seeking a creative, detail-oriented Marketing & Communications Manager to join our Media team. This role is designed for someone who loves to execute, takes initiative, and brings strong digital marketing know-how. Above all, this person will play a key role in expanding our reach, growing awareness, engagement, and connection with new audiences who are ready to join the regenerative revolution. From running campaigns and amplifying our Journal publication, to managing e-commerce and building compelling social media content, this work will help us share our story more widely and bring more people into the movement. This role will be working closely with the Chief Marketing Officer and Director of Media. We're looking for someone who is proactive, reliable, and an executor who takes ideas and runs with them.

KEY RESPONSIBILITIES

Marketing & Communications

- Support from strategy to execution for integrated marketing campaigns (email, social, web, events).

- Manage digital advertising and ad spend across platforms to maximize reach, engagement, and return on investment.
- Advance our ability to segment and engage with a diverse and growing audience.
- Ensure that published stories maximize reach and engagement across platforms.
- Develop case studies, impact spotlights, and project profiles that showcase Mad Ag's work across programs.
- Assist with events, PR opportunities, and storytelling initiatives as needed.
- Help ensure brand adherence across the organization and externally with partners.
- Manage inbound leads for Mad Agriculture.

Website & SEO

- Maintain and update Mad Agriculture websites in collaboration with the media team and external partners.
- Optimize website performance, user experience, and search engine visibility (SEO) to increase reach and engagement.
- Support the buildout of new landing pages and digital campaigns.

Journal Distribution & Outreach

- Coordinate distribution for the Mad Agriculture Journal (print and digital).
- Support efforts to grow readership, subscriptions, and digital engagement.

E-Commerce & Merchandising

- Oversee day-to-day operations of our e-commerce platform.
- Manage product launches, fulfillment logistics, and customer communication.
- Ensure seamless integration between marketing campaigns and e-commerce initiatives.

Content Creation & Social Media

- Draft and schedule content across social platforms, ensuring consistent brand voice.
- Collaborate with the media team to develop digital assets, visuals, and short-form video.
- Identify opportunities to grow and diversify social audiences.

Analytics, Reporting & Systems

- Track engagement and campaign performance; analyze data to inform decision-making and improve impact.
- Optimize and help manage Mad Ag's digital asset management system to improve internal workflows and external usability.
- Stay current on new tools and systems, and support the media team in evaluating and adopting technologies that streamline processes.

QUALIFICATIONS

- Bachelor's degree or equivalent experience preferred.
- 3+ years of experience in marketing and/or communications, (preference for experience in growth and digital marketing)



- Experience with website management and SEO optimization.
- Experience with e-commerce platforms and campaign management tools (we use Snipcart, Statamic, Stripe, Hootsuite, Canva, Adobe Suite), with strong competency across digital systems.
- Excellent writing, editing, and organizational skills.
- Ability to manage multiple projects, deadlines, and stakeholders.
- Experience working in food and agriculture, and/or directly with farmers.
- Ability to adapt and implement the MAD! visual brand across marketing materials.
- Graphic design, video editing, or photography experience are a plus.
- Self-motivated, flexible, and collaborative with a positive attitude.

COMPENSATION, LOCATION, AND REPORTING

This full time, salaried role reports to the Chief Marketing Officer. Mad Ag's headquarters are in Boulder, CO. We prefer someone located in the Seattle region, and are open to Boulder or remote for the right candidate. Travel expectations include Summer and Winter team retreats and opportunities for conferences, events and Media related trips. We offer unlimited PTO, healthcare and 401k benefits. Salary ranging from \$75-95k based on experience and ability. Application deadline October 5, apply [here](#). Anticipated start date is early December to join Mad Ag's winter retreat.

Mad Agriculture is an equal opportunity employer. We support, empower, and uplift each and every one of our team and community members regardless of background. Our organization deeply values a diverse workplace, and we strongly encourage women, people of color, LGBTQ+ individuals, people with disabilities, members of ethnic minorities, foreign-born residents, and veterans to apply. Even if you think you may not meet all of the requirements, we encourage you to apply if you are excited to learn. We are committed to fostering a safe environment that is free of discrimination and harassment, and where all team members can bring their full selves to work. We hold ourselves accountable to ensuring justice, equity, diversity, and inclusion is woven into the fabric of our team, internal structures, and programming.