

Position Description: Marketing and Outreach Coordinator

Now Hiring: Marketing and Outreach Coordinator at EarthDance Farm

EarthDance Organic Farm School is seeking applicants for the AmeriCorps position of Marketing and Outreach Coordinator. The successful candidate for this position will work with community members and organizational partners to build EarthDance's capacity to serve low-income individuals by conducting outreach to build relationships with Ferguson community members and increase community awareness of EarthDance's offerings. The Outreach & Marketing Coordinator will make Earthdance's services and information about food security and healthy eating more visible to Ferguson neighbors and surrounding communities by engaging these groups through the organization's social media channels and communication with local media outlets.

The position will begin in August 2018. AmeriCorps positions entail a 12-month commitment, but may become a full-time permanent position pending funding and organizational need.

Organization: EarthDance

Mission: EarthDance grows food, farmers, and community through hands-on education and delicious experiences.

Position: Marketing and Outreach Coordinator

Location: EarthDance Organic Farm School, 233 S. Dade Ave, Ferguson, MO 63135

Hours: 40 hours/week

Job Description Summary:

EarthDance is seeking a self-motivated and resourceful individual with excellent communication, organizational, and interpersonal skills to serve as our Marketing and Outreach Coordinator. The highly qualified candidate will possess an understanding of the good food movement, marketing, and interacting with diverse communities and public audiences.

The Marketing and Outreach Coordinator will:

- Regularly attend community meetings and events (City Council, Neighborhood Association, Ferguson Florissant School District, etc.) in order to develop and strengthen relationships with Ferguson residents
- Coordinate and serve as point person for off-farm outreach events to promote awareness of EarthDance (tabling at events such as back-to-school/health/green fairs)
- Write for local media outlets on behalf of EarthDance
- Create and execute a social media plan and content
- Strengthen relationships with organizational partners (St. Louis Food Policy Coalition, United People Market, Emerson YMCA)

Requirements:

- Experience working with diverse populations

- Professional, friendly, and enthusiastic personality
- Experience working independently and in a team environment with successful outcomes
- Demonstrated strong time management and organizational skills
- Ability to work effectively in a demanding, high-energy environment and manage multiple priorities, while maintaining a sense of humor

Desired Qualifications:

- Knowledge of Ferguson community and connections to its residents
- Passion for the good food (sustainable agriculture + food justice) movement
- Knowledge of agricultural and food system issues
- Experience in horticulture and/or agriculture
- Proficiency with Google Drive and Google Calendar
- Photography/ Videography skills and experience

Primary Responsibilities:

1. Office Based (50%)
 - a. Develop a social media plan, focused on promoting EarthDance's services and events, and reaching out to Ferguson and neighbors of nearby municipalities
 - b. Operate social media platforms by creating month to month social media plans and executing content
 - c. Create and executing marketing plans, writing and pitching public relations copy
 - d. Help coordinate public relations opportunities on the farm and help draft a public relations marketing plan for 2019
 - e. Schedule and coordinate outreach events
 - f. Maintain records on attended outreach events
 - g. Follow up with event attendees
2. Community Based (35%)
 - a. Conduct outreach to build relationships with key Ferguson community members to increase community awareness of EarthDance's offerings
 - b. Represent EarthDance at community events and off-farm outreach events
 - c. Engage event attendees in conversation about EarthDance's offerings
 - d. Gather community input to help EarthDance better serve low-income individuals in Ferguson and surrounding communities
 - e. Setup and breakdown outreach display materials
3. Farm Based (15%)
 - a. Obtain knowledge of EarthDance programs and farming practices to comfortably communicate them to the public

Time Requirements: This is a full-time position, requiring 40 hours/week. **Compensation:** AmeriCorps VISTA living allowance (approximately \$1,000/month), end-of-service education scholarship, health care coverage, and an EarthDance CSA Share

Other Requirements:

- Reliable transportation to and from the farm and outreach events
- Use of personal computer or laptop and cell phone

To Apply: To apply, please submit a resume, cover letter, and 1-2 page writing sample to work@earthdancefarms.org

Applicants will also need to apply through AmeriCorps. Position open until filled.

For more information on EarthDance Organic Farm School, visit
www.earthdancefarms.org