



# GROUNDSWELL

Center for Local Food & Farming

## **Position Available: Business Development + ESL Program Coordinator**

**Application Deadline:** December 1, 2017

**Position Start Date:** January 3, 2018

**Employment terms:** This is full-time 30-hour/week position. The position is grant funded until December 2018, with the possibility to renew based on funding and performance.

**Salary & Benefits:** \$18-22/hour depending on experience. Health benefits provided through the Center for Transformative Action.

**Groundswell Center for Local Food & Farming** is an agriculture education and food justice nonprofit based in Ithaca, NY, operating under the Center for Transformative Action and serving the broader Finger Lakes area. Our core work is to foster a multicultural and diverse next generation of sustainable farmers and land cultivators by lessening common barriers to land access, resources and business ownership.

This position primarily supports aspiring, beginning and existing farmers from diverse backgrounds in their business development and goals including overseeing Groundswell's farm business courses and services for English speakers and English as a New Language (ENL, formerly called ESL) Learners. This position is funded by USDA 2501 Program Grant.

### **Specific duties and responsibilities:**

#### **A. Farm Business Coach 50%**

- Provide individualized support to people developing farm businesses from conceptualization and goal setting to production, management, distribution, financial planning and marketing, prioritizing the needs of refugees, English language learners and people of color
- Help participants establish record keeping systems appropriate for multiple levels of English fluency
- Coordinate and identify resources available for farm entrepreneurs from other organizations, specifically, Alternatives Federal Credit Union (AFCU), USDA FSA and NRCS, and collaborate with organizations to help farmers navigate and apply for opportunities as needed
- Work with the Incubator Farm Manager to expand and coordinate Groundswell's Farmer to Farmer Mentor network to more effectively support socially disadvantaged farmers and ranchers, specifically ENL learners
- Strategize innovative business models and marketing channels that address social and community food needs such as social entrepreneurship, triple bottom line, etc.

- Serve as a resource for beginning farmers and food entrepreneurs on enterprise planning, incubation, land justice, pathways for diverse and socially-disadvantaged farmers, Whole Farm Planning, triple bottom line models, etc.
- Develop regional partnerships and work collaboratively to identify innovative ways to address the needs of beginning farmers and food system inequalities

### **B. Farm Business Program Coordination 40%**

- Work with AFCU and the Cornell Small Farms Program to adapt business and farmer training programs for the ENL audience
- Coordinate and teach Groundswell's farm business courses with staff, contractors and partners including refining curriculum, engaging instructors, recruiting trainees, managing application and enrollment, review assignments, conduct evaluation including annual visits to program graduates
- Develop and monitor annual program budgets, expenses and revenue; coordinate contracts as needed
- Work with Groundswell staff to build public awareness of farm business programs
- Assist Groundswell director to evaluate and report quarterly on programs

### **C. Community Engagement & Professional Development 10%**

- Build and strengthen community relationships with regional farmers, food business owners, refugees, community members of color, and community based organizations
- Attend and occasionally present at professional trainings and conferences
- Maintain a regular presence at cultural and community events
- Proactively identify areas for growth and professional development
- Develop awareness of important cultural histories relevant to Groundswell's programs

**Supervision received:** Direct supervision is provided by Groundswell Center Director.

**Supervision provided:** This position will oversee mentors and consultants involved with farm business programs.

#### **Ideal Qualifications:**

- 2-3 years of experience managing a small business, ideally a farm business.
- Familiarity with, or passion to learn about, alternative business models that integrate social justice outcomes, including triple bottom line, Fair Justice Certification, cooperatives, food hubs, vertical integration, etc.
- Proficiency with agricultural enterprise budgets, financial planning, taxes, marketing, and sales, or a capacity to build relationships with organizations that can provide expertise in these areas.
- Demonstrated cross-cultural competency or lived experience, experience working with refugees and/or ENL learners is ideal.
- Formal ENL/ESL training or willingness to learn these skills.
- Strong interest in, and demonstrated commitment to, addressing food system inequalities and advocating for Groundswell's mission.

- Strong capacity to coordinate programs including developing curricula, managing schedules, engaging participants, communicating with instructors, etc.
- Demonstrated ability to provide support in one-on-one settings through mentoring, case management, tutoring, or similar.
- Enthusiasm for building relationships and working collaboratively with diverse individuals and groups as both a leader and a team player.
- Highly organized and able to juggle multiple tasks and deadlines while maintaining attention to detail.
- Demonstrated ability to practice compassion, humility and patience.
- Proficiency in the entire Microsoft Suite of computer programs.
- Adult education experience, including facilitating individual and group learning activities and giving presentations.
- Experience with sustainable farming.
- Proficiency setting up and using QuickBooks software.
- Advanced proficiency with Excel software, with experience creating spreadsheets for budgeting, recordkeeping, and other business development activities.

**Minimum Formal Education:** *None.* All relevant formal and informal education is valued.

**Special Requirements:** As a mission-based and community-involved organization, Groundswell staff positions require frequent flexible hours including some evenings and occasional weekends. However, to balance this requirement we also strongly support a work-life balance, using personal and vacation time, and offer occasional flexibility such as working from home.

The Center for Transformative Action and Groundswell is an equal opportunity, living wage employer. Employees are hired on the basis of their merit, ability, experience, and training without regard to race, creed, national or ethnic origin, religion, age, gender, sexual preference, or disability. We offer competitive benefits including vacation and flex time.

**To apply:** Please email a cover letter and resume as one attachment to Elizabeth@GroundswellCenter.org with "Last Name\_BizCoord" in the subject line. We prefer emailed submissions, however you may also drop off or mail your application to 225 S Fulton Street, Ithaca, NY 14850.