

GROUNDSWELL

Center for Local Food & Farming

info@groundswellcenter.org
groundswellcenter.org
607.319.5095

Position Available: Outreach & Communications Coordinator

Application Deadline: February 11, 2019, interviews taking place on a rolling basis

Position Start Date: March 2019

Employment terms: This is a part-time 8-10 hour/week position. The position is grant funded through December 2019, with the intention to seek funding to continue the position into future years.

Salary & Benefits: \$18/hour. This position receives paid time off benefits including holiday and floating holidays, vacation accrual, personal days, and paid family leave according to the provisions in the current New York State Paid Family Leave Act. This position is not eligible for health benefits.

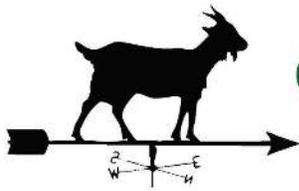
Groundswell Center for Local Food & Farming is an agriculture education and food justice nonprofit based in Ithaca, NY and serving the broader Finger Lakes area. Our core work is to foster a multicultural and diverse next generation of sustainable farmers and growers by lessening common barriers to land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

This position primarily develops and coordinates outreach, marketing and communication of Groundswell's farm and food justice programs and events. The position works closely with other staff to build awareness of Groundswell's programming and organizational mission through creative outreach materials, outreach channels and relationship building activities. If the right candidate also has Program Coordination and Education experience, this position could be full-time 40 hours/week (see Farming & Food Justice Coordinator position description).

Specific duties and responsibilities:

A. Outreach & Communications 90%

- Prepare outreach materials and promote all Groundswell programs through various media outlets including: website, newsletters, social media, print media, list serves, community calendars, and flyers to recruit diverse program applicants
- Work closely with other employees to create engaging, mission-based messaging that maximizes Groundswell's public visibility through various media outlets
- Uphold and integrate Groundswell's values of equity and inclusion in all communications and promotions
- Coordinate printing of marketing materials for Groundswell programs and events and disseminate to wide and diverse audiences
- Work with Development Manager to strategize and write stories highlighting Groundswell stakeholders
- Add events and publish blog posts to groundswellcenter.org
- Engage and build multisector relationships across cultures, races, ethnicities and class
- Work with Director to assess effectiveness of communications and outreach
- Work with Program Coordinator to document programs with photos, videos and written summary, regularly posting to Groundswell's blog, social media, newsletters



GROUNDSWELL

Center for Local Food & Farming

info@groundswellcenter.org
groundswellcenter.org
607.319.5095

- Collaborate with Program Coordinator to develop and give presentations and/or table about Groundswell at conferences, workshops, and community events

B. Organizational Involvement

- Be available to assist with large organizational events
- Be part of a team, strategizing organizational opportunity for growth and impact
- Proactively identify areas for individual growth and professional development

Supervision received: Direct supervision is provided by Groundswell Center Development Manager

Supervision provided: None

Skills/Qualifications:

- Passionate about sustainable farming and addressing food system inequalities
- Experience with graphic design, illustration, marketing and communications
- 2 years' experience with outreach and communications
- Excellent attention to detail and follow-through with regards to administrative tasks
- Highly organized; able to juggle multiple projects, manage deadlines and priorities
- Comfortable with public speaking
- Strong ability to communicate clearly via email, on phone, and in-person
- Proficient in Adobe, Excel, Word, web editing
- Strong desire and demonstrated cross-cultural competency or lived experience, experience working with building relationships across differences of race, gender, class, language, and religion
- Enthusiasm and ability to work independently as a leader and as a team player
- Must have a valid driver's license

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. To balance this requirement, we also strongly support a work-life balance, use of personal and vacation time, and offer occasional flexibility such as working from home.

Groundswell is an equal opportunity, living wage employer. Employees are hired based on their merit, ability, experience, and training without regard to race, creed, national or ethnic origin, religion, age, gender, sexual orientation, or disability. People of Color and food justice activists are encouraged to apply.

To apply: Please fill out the application form online at groundswellcenter.org/employment. If accessing the application online is not possible, please call our office to make alternative arrangements.