



Education & Engagement Coordinator Job Description

Petaluma Bounty Background:

Petaluma Bounty is growing a sustainable Petaluma food system with healthy food for everyone.

The Education & Engagement (E&E) Coordinator position is central to Petaluma Bounty's operation and growth, reports to the Program Director, and works alongside the Farmer. The E&E Coordinator works with a diverse array of stakeholders to develop cross-sector solutions and initiatives to implement Petaluma Bounty's mission.

Job Overview:

The E&E Coordinator is responsible for the management, implementation, and growth of the E&E programming at Petaluma Bounty, including but not limited to: educational farm visits, volunteer coordination, content creation, social media management, community outreach, and internship programming. The E&E Coordinator will work with staff to maintain existing initiatives and develop new programming in line with Petaluma Bounty's mission.

This position offers a mixture of on farm hands-on work as well as program administration and office-based projects. The annual breakdown of indoor/outdoor tasks is 40% inside to 60% outdoors working with community. This ratio changes significantly throughout the seasons. Applicants must be willing and capable of physically demanding work including lifting, carrying, pruning, planting, harvesting, and watering.

Position Responsibilities:

Education:

- Continue to develop and execute educational initiatives and curriculum for ALIVE, field trips, service learning, and workshops
- Lead recruitment of Bounty interns at local academic institutions and oversee intern program
- Alongside Program Director, develop and oversee execution of evaluation materials for Bounty programs

Engagement:

- Establish and maintain partnerships & relationships with key community organizations
- Lead recruitment, coordination, and execution of the volunteer program
- Participate in professional development and trainings as required or assigned
- Support with sales outlets as needed

Marketing & Outreach Communication

- Maintain a consistent and positive social media presence and publish monthly newsletter
- Create content for website, blog, social media, and reports
- Develop annual outreach plan and campaigns for Bounty initiatives that involve tabling, door-to-door outreach, and leading community listening sessions
- Implement marketing plan including creation of material, engagement of partners to ensure follow-through, and other tasks required to meet objectives. Seek input of Director to troubleshoot and identify obstacles that will prevent objectives being attained.

- Create outreach materials including instructional videos, fact sheets, brochures, recipe cards, bus signage, and training curriculum.

Knowledge, Skills, and Abilities:

- Experience in educational settings and ability to teach farm and garden education & nature connection to a diverse group of youth and community members
- Knowledge of farming and understanding of sustainable agriculture
- Experience working with a community food security project and understanding of local food system work
- Demonstrated awareness of, sensitivity to, and competence in working with culturally and socioeconomically diverse community members of different ages
- Ability to work well with and collaborate alongside community providers and members in a professional manner
- Enthusiastic self-initiative, great judgment and resourcefulness
- Ability to work independently with minimal direction
- Proven organizational and problem-solving skills; demonstrated skills with various computer applications, specifically Google Drive, social media platforms, Microsoft Office, Constant Contact.

Minimum Qualifications

- Undergraduate degree in a field related to agriculture, environmental science, education, OR four years of experience working in the field of community food security, urban farming or community health. High School Diploma required.
- Minimum experience: One year in gardening, farming, environmental services and/or landscaping; AND two years experience working with community programs in education, employment, and/or youth
- Excellent written and verbal communication skills
- Proficiency in speaking and writing Spanish is preferred
- Must have physical ability to actively complete all job duties and lift 40lbs
- Must pass criminal background check; and have a valid driver's license and own transportation

Compensation:

At least 50% FTE with potential for increased hours dependent on experience and aptitude. Position is eligible for accrual of vacation and sick time. Full time staff are eligible for medical, dental, vision insurance. Compensation is based on experience with a full time equivalent in the range of \$34,320.

Application Process:

To apply for this position, please send your resume and a cover letter to jobs@petalumabounty.org, with "Education & Engagement Coordinator Applicant" in subject. Interviews scheduled on a rolling basis.

PPSC is an equal opportunity employer. It is our strong belief that equal opportunity for all employees is central to the continuing success of our organization. We will not discriminate against an employee or applicant for employment because of race, color, national origin, ethnicity, age, gender, sexual orientation, religion, political affiliation, marital status, veteran status, genetic information, physical disabilities or medical condition (i.e., AIDS or ARC-related or cancer) or any other category protected by Federal or State law in hiring, promoting, demoting, training, benefits, transfers, layoffs, terminations, recommendations, rates of pay or other forms of compensation. Opportunity is provided to all employees based on qualifications and job requirements.

