

**Job Title: NOFA Vermont Educational and Outreach Events Coordinator****Employee Status:** Full-time, salaried, exempt

**Summary Description:** The Educational and Outreach Events Coordinator is predominantly responsible for managing NOFA-VT's annual educational and outreach opportunities to meet the needs of current and future members and supporters. NOFA-VT wants to serve as a critical educational resource for commercial farmers, beginning farmers, homesteaders, gardeners and consumers. Our events and workshops should be timely, relevant and compelling for both existing members and attract new members. This involves the Coordinator being aware of the other educational offerings in Vermont, awareness of trends and upcoming issues in agriculture, helping NOFA-VT be strategic about our educational niche, and partnering with farms and organizational partners to create the most engaging and successful events, workshops and outreach opportunities.

NOFA-VT seeks an individual with exceptional organizing skills, attention to detail, and ability to think strategically about NOFA's preeminent educational role. The Coordinator must be a strong communicator (both in written and verbal communication), personable, able to provide direction to committees and event volunteers, and maintain strong relationships with partner organizations.

**Reports to:** Executive Director and Winter Conference Coordinator

*Responsibilities include:*

**Event organizing**

**Annual Winter Conference Workshop Development:** Responsible for content development of 3 days of concurrent workshops and intensives including: development of the RFP, reviewing past evaluations and researching workshop concepts, organization of RFP submissions, correspondence with presenters, lead, organize and work with workshop review committee to develop final lineup of workshops, work with graphic designer to detail workshop titles and tracks (brochure) and descriptions (program), work with Communication Coordinator to determine PR concepts related to presenters and workshop topics, solicit moderators, oversee presenter's needs including - accommodations, compensations, book contracts, presentation requirements, hand-outs, assist with presenter registration, send thank you letters to all presenters post-conference, and create follow-up and workshop concepts for the next year's conference.

**Junior Iron Chef co-coordinator:** Jr Iron Chef VT is a one day statewide culinary competition organized by Vermont Food Education Every Day (VT FEED), a project of NOFA-VT and Shelburne Farms. It challenges teams of middle and high school students to create healthy, local dishes that inspire school meal programs, so students understand how they can effect change in the food system. Junior Iron Chef co-coordinators and advisors will organize and implement the entire event including: team registrations, payment, sponsor solicitation, fundraising, solicit and coordinate judges, solicit and oversee event volunteers, work with graphic designer on event promotion including print and social media, day of program and post events, evaluation, and follow-up.

**On-farm workshop and socials organizing**

**Spring, Summer and Fall Workshop Development:** Responsible for creation of NOFA-VT's on-farm seasonal workshops and socials for commercial farmers, beginning farmers, homesteaders, gardeners and eaters on a wide variety of topics. Directly responsible for site selection, workshop and social host solicitation, content for print materials & PR, volunteers and facilitators,

and management of contingency plans for bad weather. Collaborate with staff workshop committee(s) and partner organizations when appropriate. Work with graphic designer and Communications Coordinator in the creation of an outreach and promotion plan, print materials, signage, and PR materials.

### **Coordination of NOFA-VT mobile oven outreach events**

NOFA-VT has a mobile oven used for outreach events to promote NOFA-VT to new members and be a presence in communities statewide for member retention, to promote organic farms and farm products through sourcing ingredients and marketing materials, and to offer a unique food experience to educate consumers about local, organic farms.

Responsibilities include: oversight of the Oven Manager/baker, coordinating with the NOFA-VT Communications Coordinator to prepare promotional materials for events to promote the oven through press stories and social media, coordinating the seasonal schedule, coordinate staffing, communication with event hosts to complete vendor contracts and be clear about the expectations of events, and supporting the baker with other logistics (e.g. sourcing product, ordering supplies, clean-up) as needed.

### **Qualifications**

*Knowledge:* Knowledge of diverse organic and sustainable agriculture and the educational needs of farmers, gardeners, and consumers. Knowledge of organic and sustainable farming in Vermont preferred.

*Experience:* Organizing multiple events from start to finish including: planning, public relations, promotion, budget management, and administration.

*Skills:* Excellent written and oral communication skills; strong interpersonal, supervisory, planning, and training skills; excellent organizational skills; strong computer skills.

*Capabilities:* Ability to work well with a wide range of people, work well under pressure, handle multiple tasks at once, and adapt to changing situations on a daily basis. Comfortable working both behind the scenes and in the spotlight.

*Conditions:* Strong interest in and commitment to promoting the goals of NOFA-VT and meeting the educational needs of current and prospective members. Frequent statewide and occasional out-of-state travel required.

Position based in NOFA-VT's office in Richmond, Vermont