

Job Description: Community Engagement and Sustainable Revenue Coordinator

Project Period: July 2017 – July 2018, full-time

The Organization: The Food Literacy Project (a nonprofit education partner to Field Day Farm, a commercial vegetable operation located in Louisville, KY's Hikes Point Area), ***transforms youth and their communities through food, farming, and the land.*** Founded in 2006, we provide a hands-on Field-to-Fork Program, which includes student farm-based education, family engagement, professional development, community engagement, and youth development.

In a time of great concern about rising obesity rates, lack of access to fresh foods, as well as the cultural disconnection between people, food, and the earth, we engage youth and families in creating a just and sustainable food system that cultivates healthy people and places. Participants empower themselves with skills to lead healthier lives and discover earth's bounty through hands-on learning. Our outdoor classroom includes 8 acres of sustainably grown vegetable crops, raised bed gardens, greenhouses, farmers, rain gardens, a fruit orchard, and an outdoor teaching kitchen.

Goal of the Project: The AmeriCorps VISTA will strengthen our capacity to serve low-income youth by diversifying resource development efforts and meaningfully engaging stakeholders in our work.

AmeriCorps VISTA Member Responsibilities:

- Generate revenue by creating a sustainable model for the Food Literacy Project to capitalize on its assets – Truck Farm, the outdoor classroom at Oxmoor Farm, the unique and powerful field-to-fork experience- in order to support programs for low-income youth.
- Research best practices and utilize the unique elements of the Field-to-Fork program to develop and build a sustainable model for corporate team-building events at Oxmoor Farm that incorporate on the organization's unique resources.
- Develop a sustainable, revenue-generating corporate wellness program with Truck Farm – the Food Literacy Project's mobile learning garden.
- Maximize the exposure of Truck Farm as a marketing and communications tool. Create and manage the Truck Farm community event and tabling schedule, including proactively scheduling high-profile appearances.
- Work closely with development staff to inform marketing material and strategies for such earned income opportunities as the corporate retreat and Full Moon Feast.
- Coordinate with Program staff to expand the presence of Truck Farm in the community; assist with curriculum development and recruitment materials.
- Plan and implement volunteer work days, with special focus on recruiting volunteer teams from companies and community groups.
- Maintain current volunteer manual and provide orientation and engagement with volunteers; update and manage approved forms, policy and procedures for volunteers
- Support program staff with recruiting at least one community volunteer with each Food Literacy Project partner school.
- Represent the Food Literacy Project at community events as needed. Special emphasis should be given to recruiting volunteers and new donors.
- Designate prospects for revenue generation.

Qualifications:

- Willingness to accept a high level of responsibility and to seek and accept direction as appropriate.
- Ability to define and ensure the achievement of short- and long-term goals, objectives, and outcomes.
- Self-directed and organized, with excellent communication (verbal and written) and active listening skills.
- Experience as a paid staff for a small, community-based non-profit organization is beneficial.
- Demonstrates pride in work and exhibits excellent attention to detail.
- Cultivates positive personal and team dynamics among staff and volunteers; establishes and maintains effective working relationships with others.
- Flexible and adaptable; possesses a solution-oriented approach.
- Be physically able to participate in and lead farm and garden work projects (walking, lifting, kneeling, etc.), and to work outdoors in all weather conditions.
- Shares a commitment to the Food Literacy Project's mission; interest and experience in farming, sustainable agriculture, community food security, cooking, and/or nutrition are assets.
- Bachelor's degree required.
- Must pass criminal background check.
- Experience using a computer and applicable software (e.g. Microsoft Office, databases, WordPress); social media and website experience is beneficial.
- Must have reliable transportation to the Food Literacy Project's offices on Oxmoor Farm in the Hikes Point neighborhood of Louisville, Kentucky.

AmeriCorps Program Benefits:

Living allowance, relocation allowance, stipend, health coverage, choice of Education Award or End of Service Stipend, and training.

To Apply:

Register on the My AmeriCorps site (<https://my.americorps.gov>) to submit an application for this position AND submit your resume and a cover letter to Amy Tolliver, Director of Development, at 9001 Limehouse Lane, Louisville, KY 40222 or amy@foodliteracyproject.org. Application deadline: May 24, 2017.

The Food Literacy Project is an Equal Opportunity Employer:

The Food Literacy Project emphasizes diversity in both our programs and our staff, and does not discriminate on the basis of race, color, religion, sex, national origin, age, disability, sexual orientation, or status as a veteran in accordance with applicable federal, state, and local laws.