

## **Job Description: AmeriCorps VISTA Philanthropy and Communications 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:**

- Assist with the planning and execution of a successful fundraising event in August, including developing a volunteer role for managing a silent auction, developing a volunteer-chef-coordinator role and succession plan, securing and recognizing event sponsors, and engaging volunteers and staff in coordinating the event as needed.
- Develop and manage a sustainable grants program; with input from the Director of Development and other senior staff, create and maintain a resource development calendar, streamline processes for prioritizing opportunities, research potential new funders, and assist in grant-writing efforts and follow up.
- Manage the individual donor database, including maintaining its accuracy, generating reports, and pulling mailing lists.
- Identify and pursue potential financial support for The Food Literacy Project with foundations, philanthropists, individual donors, government, and members to build a strong, engaged, recurring donor base.
- Develop a process for building and managing the donor database and train staff on how to share their contacts.
- Assist with converting a nascent on-the-farm fundraising event, the Full Moon Feast series, into a donor stewardship opportunity.
- Coordinate up to 4 private donor recognition events per season on the farm, and community engagement "point-of-entry" events as needed.
- Incorporate new (2016) brand standards into printed and online communications.
- Build the Food Literacy Project's social media audience by maintaining fresh content on each of the organization's social media sites and website.

- With support and approval from senior staff, revise communications policy and recommend changes, then train staff on the policy.
- Maintain current internal protocols for ensuring consistency and quality of press packets, and for capturing and sharing quotes and photos from programs.
- Coordinate the rebuild of the Food Literacy Project's website; develop a plan for maintaining the site and train staff.
- Resource and train staff and board to speak for the organization effectively, with a consistent and cohesive message in formal and informal settings; develop performance measures for this effort.
- Identify, train and mobilize ambassadors who can showcase the Food Literacy Project's brand and share common messages in the community.
- Coordinate the writing, layout and mailing of newsletters (electronic and hard copy) and other communications materials.
- Represent the Food Literacy Project at community events as needed. Special emphasis should be given to recruiting volunteers and new donors.

**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](mailto: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.