



Position Description: Community Food Assessment Outreach Coordinator, EarthDance

Organization: EarthDance

Mission: EarthDance sustainably grows food, farmers, and community, one small farm at a time, through hands-on education and delicious experiences.

Position: Community Food Outreach Coordinator

Location: EarthDance Organic Farm School, 233 S Dade Ave, Ferguson, MO 63135

Hours: Approximately 20 hours/week through the duration of the project

Job Description Summary

EarthDance is seeking a self-motivated and resourceful individual with excellent communication, organizational, and outreach/networking skills to serve as our Community Food Assessment (CFA) Outreach Coordinator. The highly qualified candidate will possess knowledge of Ferguson and significant connections to its residents.

The CFA Outreach Coordinator will assist EarthDance in furthering our mission by providing timely communication with stakeholders, facilitating community meetings, executing grassroots marketing, and representing EarthDance to the community.

The Outreach Coordinator will:

- complete a timeline for the CFA
- work with EarthDance staff to plan and host community meetings
- assemble a CFA committee comprised of CFA staff and community volunteers
- lead CFA committee meetings
- promote and advertise community meetings through social media, flyering, and other grassroots strategies
- keep records and contribute to CFA reports
- train and supervise youth conducting field surveys

Background

The Ferguson Community Food Assessment Project is a collaborative effort fueled by EarthDance, a local non-profit farm and farm school in Ferguson, MO. EarthDance has become the regional leader in organic farming education. As a local food producer and distributor, EarthDance recognizes the need for more information regarding the local food system in Ferguson.

The project will engage local youth, a part-time outreach coordinator, a part-time research assistant, a professional market analyst, project-committed community leaders



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and volunteers, and interested residents. The Ferguson Community Food Assessment Project aims to collect a comprehensive set of data relating to food access, production, processing, distribution, and education.

To complete the assessment, over 200 residents will be surveyed, with particular emphasis on individuals facing food access and poverty issues. Sixty families will also be interviewed in-depth. Several 'open forum' type community meetings will be held. A report of findings from the community food assessment will provide a solid foundation on which future community food endeavors can be based.

Requirements

- Experience working with diverse populations (including low-income individuals)
- Group facilitation skills
- Strong decision making skills; excellent use of discretion
- Excellent written and verbal communication skills
- Demonstrated time management and organization skills
- Proficiency with Windows Office Suite and Google Groups, and Google Calendar
- Professional, friendly, and enthusiastic personality
- Superior attention to detail
- Self-motivated
- Experience working independently and in a team environment with successful outcomes

Desired Qualifications

- Knowledge of the Ferguson community and connections to its residents
- Passion for the good food (sustainable agriculture + food justice) movement
- Non-profit experience
- Coalition-building experience

People of color and Ferguson residents strongly encouraged to apply!

PRIMARY RESPONSIBILITIES

1. Community Outreach (60%)
 - A. Work with EarthDance staff to prepare for community meetings
 - B. Prepare contact forms for meeting attendees and surveys dealing with local food economy in coordination with the Community Food Researcher
 - C. Recruit members of and be in regular communication with the CFA team



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- D. Introduce the CFA team to the community
 - E. Explore hiring a market professional to conduct a market study on community owned food solutions
 - F. Meet regularly with the CFA team to further refine the goals and strategies
 - G. Select families for interviews and longer surveys
 - H. Present CFA Report to the community
2. Coordination of CFA staff and volunteers (25%)
- A. Assist in assembling a CFA committee of staff and other stakeholders
 - B. Train youth on data collection methods
 - C. Train other CFA staff
 - D. Oversee youth field assessments
 - E. Assist in hiring a market analyst to conduct a study on market feasibility of a community owned grocery store with a community kitchen
3. Marketing (10%)
- A. Oversee design of CFA promotional materials
 - B. Plan for promotion of CFA at the Ferguson Farmers Market
 - C. Promote and advertise community meetings through social media, flyering, and other grassroots strategies
4. Research and Planning (5%)
- A. Complete a specific timeline for the community food assessment
 - B. Visit other CFA sites
 - C. Contribute to maintenance of CFA calendar of events, organizational databases, and all records and reports for CFA
 - D. Outline future steps depending on research outcomes

TIME REQUIREMENTS: This is a part-time position, approximately 20 hours/week.

OTHER REQUIREMENTS

- Cell phone communication; Use of personal laptop
- Reliable transportation; a valid driver's license is also required.

COMPENSATION:

\$12/hr

TO APPLY:

Send a resume, cover letter, and 2-3 references to: Soraya Faramarzi, Executive Assistant, at soraya@earthdancefarms.org with the subject headline "Community Food Assessment Outreach Coordinator." No phone calls please.

Position open until filled.



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***For more information on EarthDance Organic Farm School,
visit www.earthdancefarms.org***