



**Position Description: VISTA – Marketing & Communications Coordinator,  
EarthDance**

ORGANIZATION: EarthDance

ORGANIZATIONAL MISSION: The mission of EarthDance is to grow and inspire local  
FARMS – Food, Art, Relationships, & Music, Sustainably!

POSITION: VISTA – Marketing & Communications Coordinator, EarthDance

LOCATION: 302 Thoroughman Ave, Ferguson, MO 63135

EarthDance is seeking a self-motivated, creative and resourceful individual with excellent communication and organizational skills, experience in graphic design and/or public relations, and a commitment to EarthDance's mission, to serve as our Marketing & Communications Coordinator and assist us with building capacity within our organization.

**SUMMARY OF POSITION**

The Marketing & Communications Coordinator will serve to support the expansion and function of EarthDance during this period of growth. He/she will build the capacity of the organization and the ability to serve more low-income individuals through the development of communications and marketing materials for our diverse groups of target constituents, including prospective apprentices, beginning farmers, local Ferguson residents, Ferguson Florissant School District students, faculty, and staff, farmers market shoppers, corporate sponsors, and private donors. This position will assist with the following areas of capacity building for EarthDance: strategic planning, fundraising, community outreach, and program participant and volunteer recruitment. By supporting EarthDance's marketing and communication efforts, more individuals will be aware of the services and educational programs that EarthDance offers. The Marketing & Communications Coordinator (MCC) will work closely with the Executive Director, the Farm & Community Education Coordinator, and the Fund & Resource Development Coordinator to expand our network, improve our marketing and communications, and help educate beginning farmers and the community so our young organization can continue to thrive at growing and inspiring local FARMS – Food, Art, Relationships, & Music, Sustainably!

**PRIMARY RESPONSIBILITIES**

1. Create electronic communications and online marketing materials (30%)
  - Document EarthDance programs and events by photograph and video; upload content to flickr and YouTube on a weekly basis and/or embed video or photo slideshow on EarthDance website
  - Create and send out press releases for EarthDance announcements and events, and follow up with strategic media contacts to solicit media placement
  - Create, edit, and send out monthly e-newsletter, The Cultivator, with input from other staff



- Write and edit content for EarthDance website (may include a seasonal recipe, interview with a graduate, upcoming event information, feature on EarthDance partnership or program, farm update, etc.)
- 2. Create print marketing & communications materials (30%)
  - Assist in creating content for various EarthDance promotional materials such as an EarthDance brochure and donation/membership appeal letter
  - Create design for aforementioned promotional materials
  - Create design for such program materials as Camp EarthDance registration form, curriculum fact sheet, and apprenticeship program info booklet
- 3. Assist with communications for Save Small Farms capital campaign (20%)
  - Assist Executive Director in developing a persuasive 'Case for Support'
  - Write and design a campaign brochure
  - Create a publicity timetable to schedule campaign announcements and events as part of organization's existing public relations (i.e. press releases, blog posts, e-newsletter, targeted e-blasts, etc.)
- 4. Manage EarthDance's public outreach/educational events (20%)
  - Review event evaluations from previous outreach events
  - Plan educational activities to engage the public at events
  - Create outreach kits for different categories of focus (i.e. health/wellness, environment, middle school age, elementary age, etc.)
  - Develop outreach 'how to' sheets and instructions for set up, etc.
  - Assist in leading outreach activities (responsibility shared with Farm & Community Education Coordinator)
  - Write event evaluation report for each event.
    - Participate in and contribute to weekly staff meetings.
    - Potentially participate in occasional Board Meetings.

### **SKILLS, QUALIFICATIONS, & KNOWLEDGE REQUIRED**

1. Proven experience and skills in graphic design and marketing
2. Demonstrated ability to generate and deliver persuasive and clear verbal and written communications in a variety of media forms and channels, and for diverse audiences. (Please attach a sample of your work.\*)
3. Demonstrated strong time management and organization skills.
4. Ability to work effectively in a demanding, high-energy environment and manage multiple tasks and priorities, while maintaining a sense of humor
5. Experience working effectively as part of a team
6. Professional, friendly, and enthusiastic personality
7. Demonstrated ability to lead by example, with a strong work ethic, compassion and integrity
8. Proficiency with Windows Microsoft Office, Google Groups and Google Calendar



9. University degree, professional experience, or recognized professional training in a field such as communications, marketing, visual arts, or other relevant field

### **SKILLS, QUALIFICATIONS, & KNOWLEDGE DESIRED**

1. Knowledge of agricultural and food system issues.
2. Knowledge of community development and youth education issues.
3. Volunteer recruitment or community outreach experience
4. Enjoyment of farming and gardening and interacting with the public.
5. Superior attention to detail.

### **OTHER REQUIREMENTS**

- Use of personal computer or laptop
- Reliable transportation or the ability to navigate the public transportation system

### **OTHER CONSIDERATIONS:**

- Position may involve some travel.
- Position may evolve into regular salaried position with EarthDance upon fulfillment of Americorps service and responsibilities.

**HOURS:** This is a full-time position, requiring 40 hours/week.

**COMPENSATION:** VISTA Living Allowance. This is an Americorps VISTA position. Click [here](#) for more information on becoming an Americorps VISTA.

**CONTACT:** To apply for this position, please send a resume, \*sample of your work, and cover letter to: Molly Rockamann, Executive Director, at [molly@earthdancefarms.org](mailto:molly@earthdancefarms.org) (No phone calls please.)