ORGANIZATION: EarthDance

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

POSITION: Americorps VISTA: Marketing Coordinator (MC)

LOCATION 233 S. Dade Ave, Ferguson, MO 63135

EarthDance is seeking a self-motivated, creative and resourceful individual with excellent organizational skills, experience in marketing, and a commitment to EarthDance’s mission, to serve as our Marketing Coordinator and assist us with building capacity within our organization.

SUMMARY OF POSITION

The Marketing & Communications position will serve to support the expansion and function of EarthDance during this period of growth. The Marketing position 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. By supporting EarthDance’s marketing and communication efforts, more individuals will be aware of the services and educational programs that EarthDance offers.

PRIMARY RESPONSIBILITIES

The Marketing & Communications Coordinator will be intimately involved with multiple facets of EarthDance operations. It is anticipated that 15% of the MCC’s time will be spent on the EarthDance farm documenting programs with photo and video; 15% in the community representing EarthDance and recruiting participants, volunteers, and supporters at outreach and fundraising events; and 70% in the office uploading photo and video, and creating online and printed marketing and communication materials, including but not limited to brochures, flyers, e-newsletters, and blog posts.

1. Create electronic communications and online marketing materials (40%)

● 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-blasts, including EarthDance’s newsletter, The Cultivator, with input from other staff

● Write and edit content for EarthDance website

2. Create print marketing & communications materials (30%)

* Assist in creating content for various EarthDance promotional materials
* Create design or work with contracted or volunteer graphic designers for aforementioned promotional materials

3. Develop and implement a marketing strategy (10%)

* Update EarthDance’s existing promotional calendar
* Create a social media plan and schedule
* Follow timetables for marketing activities

4. Co-manage EarthDance’s public outreach/educational events (20%)

* Review event evaluations from previous outreach events
* Plan educational activities to engage the public at events
* Assist in leading outreach activities (responsibility shared with other staff)
* Write event evaluation report for each event.

SKILLS, QUALIFICATIONS, & KNOWLEDGE REQUIRED

1. Proven experience and skills in 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. Superior attention to detail.
5. Ability to work effectively in a demanding, high-energy environment and manage multiple tasks and priorities, while maintaining a sense of humor
6. Experience working effectively as part of a team
7. Professional, friendly, and enthusiastic personality
8. Demonstrated ability to lead by example, with a strong work ethic, compassion and integrity
9. Proficiency with Windows Microsoft Office, Google Groups and Google Calendar
10. 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. Experience and skills in graphic design
2. Knowledge of agricultural and food system issues.
3. Experience in video editing, Word Press blogs, and Hootsuite.
4. Volunteer recruitment or community outreach experience
5. Enjoyment of farming and gardening and interacting with the public.

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 of $990 per month. This is an Americorps VISTA position. Click [here](http://www.americorps.gov/for_individuals/choose/vista.asp) for more information on becoming an Americorps VISTA.

CONTACT: To apply for this position, you must send a resume, cover letter, and marketing and/or design samples\* to: work@earthdancefarms.org with the subject line “**MARKETING COORDINATOR**”

***Application via the Americorps website is also required. Apply online at:***

<https://my.americorps.gov/mp/listing/viewListing.do?id=68728&fromSearch=true>

\*Marketing and/or Design Samples:

* + No more than 3 attachments
  + Examples: logo design, brochure design, website copy, newsletter article, etc.