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

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: VISTA – Marketing Coordinator, EarthDance

LOCATION: 233 S. Dade Avenue, 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 Coordinator and assist us with building capacity within our organization.

SUMMARY OF POSITION The Marketing Coordinator project will build the capacity of the organization through the development of communications and marketing materials for our diverse groups of target constituents, including prospective apprentices, beginning farmers, Ferguson residents, Ferguson Florissant School District students, faculty, and staff, farmers market shoppers, corporate sponsors, and private donors. Through the creation of marketing materials, this project will assist with the following areas of capacity building for EarthDance: strategic planning, fundraising, community outreach, revenue generation through produce sales, 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 Coordinator (MC) will work closely with the Executive Director, the Program Director, and the Communications Coordinator.

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 the organization’s annual report and donation/membership appeal letters.

●Create design for aforementioned promotional materials.

●Manage printing logistics (obtaining bids, placing orders, picking up print jobs)

3. Further develop EarthDance’s Communications Work Plan (20%)

* Investigate, implement, and document new means of reaching EarthDance’s target constituents.

4. Coordinate EarthDance’s ‘friend-raising’ events, such as “Beers and Cheers for EarthDance” and Weed Dating. (10%)

* Procure venues for these events
* Promote events
* Interact with public attendees and document events
* Write event reports to document significant details

5. Participate in EarthDance’s social and educational programming in order to understand the organization’s mission and capacity. (10%)

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

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. Enjoyment of farming and gardening and interacting with the public.

3. Film/ video making experience

4. Superior attention to detail.

OTHER REQUIREMENTS

●Use of personal computer or laptop, including design software

●Reliable transportation or the ability to navigate the public transportation system

OTHER CONSIDERATIONS:

●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. Housing is not included in the VISTA stipend.

CONTACT: To apply for this position, please send a resume, \*sample of your work, and cover letter to: Rachel Levi, Program Director, at rachel@earthdancefarms.org (No phone calls please.)