



Growing food, kids, and community since 1996.

Youth Garden Project - Outreach and Development Coordinator

Position Overview:

This administrative staff position will be engaged in both community interfacing and the operational efforts of the Youth Garden Project. Under the direction of the Executive Director, the Outreach and Development Coordinator will continue to enhance and expand our volunteer program, manage outreach and marketing efforts of the organization, plan community programs, and be a key player in the fundraising efforts of YGP. This is a full time, benefited position.

Target start date: January 5, 2021

Successful candidates will demonstrate great communication, a strong sense of team work, excellence in self-directed work, skillful prioritization of tasks, be a creative problem-solver, and a belief in YGP's mission of cultivating healthy children, families, and community through educational programs and connecting people with food from seed to table.

Primary Duties and Responsibilities:

Community Relations, Outreach, & Marketing (40%)

- Oversee use and management of YGP social media accounts.
- Keep YGP website up to date with current events and programmatic information.
- Continue ongoing outreach to the community and YGP stakeholders about events, fundraisers, and programs through various platforms, including newspaper ads, flyers, radio PSAs, and more.
- Manage and grow audience of email newsletter subscribers.
- Collaborate with Youth Programs team to provide educational resources to the community.

Fundraising (40%)

This position will work collaboratively and independently on the following fundraising efforts of YGP:

- Grant research, reporting, and writing.
- Provide leadership for and be a part of a team to carry out fundraising and other community events, such as the Seed Swap, Annual Plant Sale, and Harvest Festival.
- Collaborate with Produce Manager to plan and carry out Garden Dinner events.
- Identify and develop opportunities/strategies for new revenue streams in partnership with Executive Director and other full-time staff.
- Provide support to Produce Manager for online merchandise, produce, plant start, and value-added sales as needed.

The Youth Garden Project cultivates healthy children, families, and community through educational programs and the profound act of connecting people with food from seed to table.

Volunteer Program (20%)

- Recruit and manage regular and one-time volunteers to support organizational goals. Communicate with staff to assess needs for volunteer assistance.
- Conduct and/or arrange for volunteer orientation, training, and recognition.
- Collaborate with farm crew to schedule and communicate with volunteers.
- Evaluate all aspects of volunteer programs to ensure effectiveness and to recommend/implement changes as appropriate.
- Maintain accurate records and provide timely statistical and activity reports on volunteer participation
- Recruit and manage volunteers for programs/events such as Weed 'n' Feeds, Harvest Festival, etc.

Other:

- Part of rotating YGP weekend chores schedule, approx. 1 weekend day/month.
- Several evenings and approximately 1 weekend day per month for YGP events will be required during the growing season.
- Be an enthusiastic representative of the Youth Garden Project at all times.

Desired Skills and Experience:

- Ability to prioritize tasks based on evolving organizational needs.
- Diverse fundraising experience and success.
- Experience in volunteer management, non-profit work, and/or community development.
- Advanced verbal and written communication skills.
- Prior marketing experience- advertising and basic web editing.
- Ability to send clear, consistent, and relatable messaging.
- Excellence in time management. Highly organized.
- Involvement in community event coordination.
- Proficient with Microsoft Office Suite, G-Suite, and social media platforms. Experience with Canva, Shopify, Givebutter, and/or Wordpress preferred.
- A bachelor's degree preferred, or equivalent experience.

Benefits:

- Annual salary \$36,000-\$38,000 dependent on experience and paid twice monthly
- Paid sick leave (accrued at 8 hrs per month) & vacation (10 days to start plus Dec 24-Jan 1); 8 additional paid holidays
- Option to enroll in small group insurance plan (75% of premium company paid)
- Option to enroll in 3% matching simple IRA program after 90 days employment

The Youth Garden Project provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, and any other characteristic protected by federal, state or local laws.

To Apply:

Send a cover letter, resume, and three professional references to Executive Director, Emily Roberson, at emily@youthgardenproject.org.

Please reach out with any questions at this email, or at (435) 259-2326.