



## Northeast Organic Farming Association of Rhode Island

*Serving Farmers, Gardeners and Consumers with Education & Outreach*

# Organic Outreach Coordinator

An **Organic Outreach Coordinator** will strive to educate *consumers* on the benefits of organically grown specialty crops. Working with the Publicity Coordinator, disseminate outreach materials via email and in-person at a minimum of eight events over 2 years - farmer's markets and other venues with specialty-crop consumers. Outreach should be directed to *consumers and producers/growers*. Data collection will occur at each outreach event. The Organic Outreach Coordinator should speak with at least 200 consumers in a two-year period.

Coordinator will also invite consumers and producers/growers to join the N O F A / R I eNews and Action Alerts list, volunteer and/or become members of the organization. Coordinator will invited contacts to upcoming CRAFT on-farm workshops, Advanced Grower classroom workshops, the RI Winter Conference and regional Summer Conference.

### Scope of Work and Timeline

#### **Organic Outreach Coordinator**

- ✓ Work with the Publicity Coordinator to create and submit outreach materials for approval by the N O F A / R I board by September 1, 2015. Coordinators will arrange printing.
- ✓ Attend at least three events between September 1 and December 31, 2015 and five events between January 1, 2016 and March 31, 2017.
- ✓ Enter new subscribers (enews, action alters, volunteers) into enews/action alert list after each event.
- ✓ If resources allow, attend additional events.
- ✓ Keep a record of the number of materials distributed, the contacts made and new subscribers (enews, action alters, volunteers) to inform the N O F A / R I board of the potential outreach impact. Submit brief progress report monthly to the N O F A / R I board.
- ✓ Send follow-up evaluations to contacts – survey 1-3 months after contact. Did the outreach and materials cause them to increase purchase/consumption of organic specialty crops?
- ✓ Compile a summary report for grant reporting each February.

The **Organic Outreach Coordinator** must sign a contract stating that they will use grant resources to develop and disseminate outreach materials that promote only organic specialty crops and that they have no potential conflict of interest.

### Qualifications

- ✓ At least 1 year experience in organic and sustainable agricultural production, food policy advocacy and/or organic marketing
- ✓ College degree in agriculture, related study or experience preferred
- ✓ Excellent oral and written communication; strong interpersonal, customer service and organizational skills; graphic design helpful; Spanish, Portuguese and/or other languages helpful
- ✓ High energy and enthusiasm; ability to work well with a wide range of people, handle multiple tasks at once and adapt to changing situations
- ✓ Strong interest in and commitment to promoting organic growing practices and the goals of N O F A / R I
- ✓ Must have own transportation and insurance for Occasional travel. Mileage will be reimbursed

### Budget

Organic Outreach Coordinator - for two years	1200
Organic Outreach Coordinator in-state travel	300
Tabling fees, average \$50 per event for 8 events	400
Publicity Coordination, printing (and postage)	800

Project will run through March 31, 2017. Send resume and cover letter starting why you want to do this work and how you are qualified to N O F A / R I at [nofari@live.com](mailto:nofari@live.com) by July 31, 2015.