



Petaluma People Services Center is dedicated to improving the social and economic health of our community by providing programs that strengthen the dignity and self-sufficiency of the individual. Our core services include: Senior Services, Counseling, Youth Programming including Mentor Me, Housing, Employment and Petaluma Bounty Farm.

**JOB TITLE:** Education & Engagement Coordinator  
**FLSA STATUS:** Not Exempt; PT 20 hours/week  
**COMPENSATION:** \$25 to \$26 an hour, depending on experience  
**DIRECTOR:** Director of Petaluma Bounty  
**SUBMIT:** Cover Letter and Resume to [jobs@petalumapeople.org](mailto:jobs@petalumapeople.org)

### **PETALUMA BOUNTY BACKGROUND:**

As a program of Petaluma People Services Center, Petaluma Bounty's mission is to create a thriving local food system with healthy food for everyone through collaboration, education and promoting self-reliance.

The Education & Engagement Coordinator position is central to Petaluma Bounty's operation and growth, reports to the Program Director, works alongside the Farm Manager, and works hand-in-hand with the Nutrition Incentive & Communications Coordinator. The Education & Engagement Coordinator works with a diverse array of stakeholders including local non-profits, public institutions, health clinics, coalitions, and schools alongside low-income community members to develop cross-sector solutions and initiatives to implement Petaluma Bounty's mission.

### **JOB OVERVIEW:**

The Education & Engagement Coordinator is responsible for the management, implementation, and growth of the education and engagement programming at Petaluma Bounty, including but not limited to: educational farm visits, volunteer coordination, on-farm content creation, community outreach, and internship programming. The Education & Engagement Coordinator will work with staff and alongside community partners to ensure the success of the education and engagement programs at Petaluma Bounty and develop new programming in line with Petaluma Bounty's mission and organizational priorities.

This position offers a mixture of on farm hands-on work as well as program administration and office-based projects. The annual breakdown of indoor/outdoor tasks is 60% inside to 40% outdoors working with the community. This ratio changes significantly throughout the seasons. Applicants must be willing and capable of physically demanding work including lifting, carrying, pruning, planting, harvesting, and watering outdoors in varying weather conditions.

### **ESSENTIAL DUTIES & RESPONSIBILITIES:**

#### ***Education:***

- Continue to develop and execute educational initiatives and curriculum for priority initiatives collaboratively identified by Director e.g., ALIVE, field trips, service learning, teen program, and workshops
- Lead recruitment of Bounty interns at local academic institutions and oversee intern program
- Alongside Director, develop and oversee execution of evaluation materials for Bounty programs



**Engagement:**

- Establish and maintain partnerships & relationships with key community organizations
- Lead recruitment, coordination, and execution of the volunteer program
- Participate in professional development and trainings as required or assigned
- Support sales outlets as needed

**Outreach**

- Maintain a consistent and positive social media presence and publish weekly volunteer outreach email
- Create content for website, blog, social media, and reports in collaboration with Communications Coordinator
- Co-develop and implement annual outreach plan and campaigns for Bounty initiatives that involve tabling, door-to-door outreach, and supporting community listening sessions
- Support creation and translation of outreach materials including instructional videos, fact sheets, brochures, recipe cards, bus signage, and training curriculum.

**KNOWLEDGE, SKILLS & ABILITIES:**

- Knowledge and familiarity with local food systems work, sustainable farming, and nature connection. Experience working with a community food security project a plus.
- Experience in outdoor educational settings and the ability to teach concepts from the topics listed above to a diverse group of children, youth, and community members.
- Demonstrated awareness of, sensitivity to, and competence in working with culturally and socioeconomically diverse community members of different ages.
- Ability to work well with and collaborate alongside community providers and members in a professional manner.
- Enthusiastic self-initiative, great judgment and resourcefulness.
- Ability to work independently with minimal direction.
- Proven organizational and problem-solving skills.
- Demonstrated skills with various computer applications, specifically Google Drive, social media platforms, and Microsoft Office. Proficiency with Constant Contact, WordPress, and Canva or other graphics design programs a plus.

**MINIMUM QUALIFICATIONS:**

- Undergraduate degree in a field related to agriculture, environmental science, education, OR two years of experience working in the field of community food security, urban farming or community health. High School Diploma required.
- Minimum experience: one year in gardening, farming, landscaping, environmental services and/or education; OR two years' experience working with community programs in education, and/or youth development
- Excellent written and verbal communication skills
- Proficiency in speaking and writing Spanish is highly preferred
- Must pass criminal background check and DMV background check; and have a valid driver's license and own transportation as well as ability to drive Agency truck

**It's a requirement of this position**, for the safety of all PPSC employees and clients, that the jobholder be fully vaccinated against COVID-19.



**ADA COMPLIANCE - PHYSICAL, ENVIRONMENTAL, COGNITIVE & PSYCHOLOGICAL REQUIREMENTS:**

**Physical:** Regularly sits up to 2-3 hours per day. Gets up and down frequently throughout the day to interface with others. Must have excellent hearing, speech and writing capabilities. Must be able to lift up to 30 pounds regularly.

**Environmental:** Works alone, with and around others. Work environment is moderately noisy. Distractions are regular.

**Cognitive:** Required to read, write, compile, sort and analyze simple to moderately complex information. Independently assesses workload and prioritizes activities. Very strong organizational and planning skills. Able to communicate and resolve semi-complex problems independently. Excellent listening skills and ability to perform tasks requiring great attention to detail. Uses judgment and initiative, within defined limits of discretion, in making recommendations and decisions.

**Psychological:** Strong interpersonal and communications skills to deal with emotional, demanding or difficult people and/or situations. Regular exposure to high-stress situations with demands, deadlines, shifting priorities and multi-tasking. Excellent teamwork and proactive group participation are a necessity.

**PPSC is an Equal Opportunity/Affirmative Action Employer.** It is our strong belief that equal opportunity for all employees is central to the continuing success of our organization. We will not discriminate against an employee or applicant for employment because of race, color, national origin, ethnicity, age, gender, sexual orientation, religion, political affiliation, marital status, veteran status, genetic information, physical disabilities or medical condition (i.e., AIDS or ARC-related or cancer) or any other category protected by Federal or State law in hiring, promoting, demoting, training, benefits, transfers, layoffs, terminations, recommendations, rates of pay or other forms of compensation. Opportunity is provided to all employees based on qualifications and job requirements.