



Education & Engagement Coordinator Job Description

Petaluma Bounty is growing a sustainable Petaluma food system with healthy food for everyone.

The Engagement and Education (E&E) Coordinator manages the design and implementation of a comprehensive plan for education and community engagement efforts for Petaluma Bounty's food access and education programs. The E&E Coordinator position reports to the Program Director, and works alongside the Farm Manager at the Bounty Farm.

Position responsibilities:

- Oversee all aspects of the education and engagement programs at Petaluma Bounty alongside the Program Director, including: [A.L.I.V.E.](#) (farm-based healthy living program, farm visits, internships, volunteer program, workshops, and possibly youth employment).
- Establish and maintain partnerships & relationships with key community organizations and institutions, including local non-profits, public institutions, health clinics, coalitions, and schools who work with low-income individuals and families to develop cross-sector solutions and initiatives to address food insecurity and diet-related illnesses.
- Continue to develop educational initiatives and curriculum for schools, service learning groups, interns, families, and the larger community to engage with our programs and community food security project. Leverage local and regional education resources and leaders throughout the curriculum development process.
- Develop and execute annual outreach plan for farm, food access initiatives, and education programs, including attending parents meetings, outreach events and fairs.
- Oversee communications of Petaluma Bounty programming to key community organizations and partners, through social media, creation of monthly newsletters, support with volunteer farm emails, Bounty Bag newsletters, and strategic emails.
- Support Farm Manager with outreach, recruitment and retention for CSA Bounty Bag program, Farm Stand, and Volunteer Program. Be first point of contact for new volunteers, and lead development of volunteer program.
- Lead recruitment of Bounty interns and volunteers at local institutions and oversee intern program
- Potential for position expansion to support the outreach and engagement efforts of Petaluma Bounty's Farmer's Market [L.I.F.E.](#) (Local Incentives for Food & Economy) Program.
- Potential to serve as a leader and liaison for the [S.C.Y.E.C.](#) (Sonoma County Youth & Ecology Corps) youth employment program with at-risk youth, supporting curriculum development and implementation.
- Participate in professional development and trainings as required or assigned.

Knowledge, Skills, and Abilities:

- Experience in educational settings and ability to teach farm and garden education & nature connection to a diverse group of youth and community members
- Knowledge of farming and understanding of sustainable agriculture
- Experience working with a community food security project and understanding of local food system work
- Proven ability to develop a positive rapport and trust with a diverse constituency, youth and the larger community
- Personable, engaged, and ability to work well with and collaborate with community providers in a professional manner
- Ability to represent the Petaluma Bounty to the community through writing and speaking engagements
- Ability to work independently with minimal direction

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- Proven organizational and problem-solving skills; demonstrated skills with various computer applications

Minimum Qualifications

- High School Diploma or equivalent required. Bachelor Degree in Environmental Studies, Education, Social Work or related field preferred
- Minimum experience: 1 year in gardening, farming, environmental services and/or landscaping; AND 2 years' experience working with community programs in education, employment, and/or youth
- Excellent written and verbal communication skills
- Proficiency in Spanish is highly desired
- Demonstrated awareness of, sensitivity to, and competence in working with culturally and socioeconomically diverse clients
- Enthusiastic self-initiative, great judgment and resourcefulness in a team environment
- Must have physical ability to actively complete all job duties and lift 50lbs
- Must pass criminal background check; and have a valid driver's license and own transportation

Compensation:

Dependent upon experience

Application Process:

To apply for this position, please send your resume, cover letter, and writing sample of 2 pages or less to jobs@petalumabouty.org, with "Education & Engagement Coordinator Applicant" in subject. Interviews scheduled on a rolling basis. Approximate start date is beginning of May.

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