



Job Description: Part Time Marketing and Events Coordinator

GROW DAT IS AN EQUAL OPPORTUNITY EMPLOYER AND ENCOURAGES APPLICATIONS FROM WOMEN, PEOPLE OF COLOR, PERSONS WITH DISABILITIES, LGBT AND GENDER NON-CONFORMING PEOPLE.

Who We Are:

Grow Dat Youth Farm's mission is to nurture a diverse group of young leaders through the meaningful work of growing food. On our farm we work collaboratively to produce healthy food for local residents and to inspire youth and adults to create personal, social and environmental change in their own communities. At Grow Dat, people from different backgrounds come together to create a more just and sustainable food system. On our farm we work collaboratively to grow food, educate and inspire youth and adults, and build power to create personal, social and environmental change.

Position Summary:

The part time Marketing and Events Coordinator will be responsible for two key areas of support, marketing and events. This position will assist with both internal and external communications for multiple audiences and constituents. Efforts will fundamentally support Grow Dat's mission to nurture a diverse group of young leaders through the meaningful work of growing food.

Areas of Responsibility

Communications:

- Work with Social Enterprise Manager to develop marketing strategy.
- Coordinate and execute multiple external communications channels, including:
 - Social media
 - Media/PR
 - E-Blasts
- Assist with monthly donor communications with the spring donor mailing
- Assist with developing print materials for program, fundraising, and earned revenue activities.



Earned Revenue

- Responsible for responding to Site Rental requests and coordinating site rentals in a timely and kind manner.
- Responsible for being present during and managing Grow Dat space during site rentals (these events may be on a Friday, Saturday or Sunday)
- Responsible for assisting with farm dinner ticketing, guest communication around Farm Dinners, event set up, event execution and event clean up.
- Responsible for assisting with internal events as needed
- Responsible for assisting with planning for the Grow Dat Hootenanny, including event planning, event execution, and post event follow up

Admin

- Responsible for assisting with admin projects as necessary

Organizational Culture:

- Participate in regular Real Talk feedback sessions with Grow Dat adult staff team, those you supervise and youth.
- Participate, where appropriate, in fundraising and earned revenue activities that support the fiscal health of the organization
- Uphold VISIONS Guidelines for creating community and safe space.

Skill and Educational Requirements:

- Experience with social media management and communications for a medium sized business or organization
- Experience hosting events and/or experience in the hospitality industry
- Desire to be a part of a fast-paced non-profit/social business hybrid environment
- Excellent people skills, with experience collaborating in a multi-disciplinary, diverse, and dynamic team.
- Ability to express ideas clearly and concisely in written documents and orally
- Experience working with Microsoft Office, Google Drive, Squarespace, MailChimp

Schedule and Compensation

The position is a 5-month contract that begins February 1st and ends early July 2017. Continued employment after the contract period is a possibility. The position will be part-time (20 hours/week) at a rate of \$18/hour. Standard work hours are Tuesday- Saturday in either the morning or afternoon. Events are sometimes on Friday, Saturday, Sunday nights.

To apply please email Clara at Clara@growdatyouthfarm.org with your cover letter and resume.