



## **POSITION AVAILABLE: Education and Outreach Manager**

Application deadline: January 20, 2017

Proposed Start Date: late February

### **About Working Landscapes**

Working Landscapes is a small, dynamic nonprofit organization located in rural northeastern North Carolina. Our mission is to create more sustainable livelihoods for people in the Warren County, NC region through stewardship of natural and cultural assets. Founded and led by a Warren County native, the organization has been working since 2011 to create infrastructure and collaborations that foster more resilient and healthy people, households, communities and economies. We have developed and manage a food hub that focuses on value-added products, and we work to advance healthy eating and active living in schools. For more information about Working Landscapes, visit our website, [www.WorkingLandscapesNC.org](http://www.WorkingLandscapesNC.org).

### **About the Position**

Do you enjoy hands-on work with students and community members? Do you believe in healthy food for everyone? Are you a natural storyteller who can engage the broader community in our entrepreneurial nonprofit's mission and vision? The Outreach and Education Manager is a new position, and the successful applicant will be a key member of our team, working with a small staff and board. The position reports to the Executive Director. The main objective is to support healthy eating and active living programming in schools in our region, through school gardens, cafeteria taste tests, outdoor classrooms and more. The position is also responsible for developing engaging ways to share Working Landscapes' mission and impacts with the broader community. The ideal candidate will bring creativity and clarity that advances this work, while demonstrating initiative, taking responsibility for results, and being able to communicate and collaborate effectively with others.

This is a full-time position based in Warrenton, NC, with regular (reimbursed) travel to area school districts. Compensation is dependent upon experience (hiring range is \$30,000 to \$35,000/year). Health insurance is available, and we also offer a flexible schedule and have funding to support your professional development. If the right candidate was looking for a 1/2 time to 3/4 time position, we would consider alternative arrangements. This is a grant-funded position, and its continuance beyond 2017 is dependent upon our ability to raise additional funds (which we expect to do).

## To Apply

To apply, email a cover letter and resume to [carla@workinglandscapesnc.org](mailto:carla@workinglandscapesnc.org). The cover letter should explain your motivations for applying for this position and your key qualifications.

## I. Responsibilities

- ★ Lead Working Landscapes' healthy eating and active living programming in selected districts/schools in our service region (at this time, primarily Warren County and Halifax County elementary schools, but subject to evolution).
  - ⇒ Engage with key school and community leaders
  - ⇒ Lead school gardening, outdoor education and cafeteria enrichment activities for in-school, after-school or intersession/summer programs
  - ⇒ Recruit, train and manage community volunteers and teams of healthy eating/active living advocates at select schools who support the implementation of these efforts
  - ⇒ Stay up to date on best practices for education and engagement, identify effective models and strategies, and improve our efforts based on this information; contribute to program evaluation efforts
  - ⇒ Maintain accurate and accessible records of educational and outreach activities
  - ⇒ Explore opportunities for introducing critical food/media studies into local curricula for elementary, middle and high school classes
  - ⇒ Partner with schools to make cafeterias more educational, inviting environments that support healthy eating
  - ⇒ Develop mechanisms for better connecting local farmers to school programming
- ★ Support the development of outdoor classrooms, walking trails and hands-on educational programming
- ★ Play a leading role in helping Working Landscapes to tell its story to the broader community: regularly develop press releases, website content, blogs, posters, and Facebook posts that share the story of our programs
- ★ Contribute to the development of new relationships with partner organizations and community volunteers; recruit and train volunteers for roles that support Working Landscapes generally
- ★ Help to plan and implement exceptionally well-organized community meetings and events on behalf of the organization
- ★ Help to coordinate community-based research efforts (interviews, public meetings, surveys)
- ★ Contribute to the development of grant proposals and reports as requested; develop community fundraisers to support our efforts
- ★ Be an effective advocate for Working Landscapes' mission locally, regionally and nationally through participation/leadership in opportunities to represent our organization (speaking at events, attending meetings, giving presentations to visiting groups, etc.); always represent the organization in a positive light.
- ★ Assist with organizational administrative tasks
- ★ Engage in other tasks and projects as requested by supervisor

## **II. Required Skills**

1. At least one year of experience in leading hands-on activities with elementary school children, ideally related to healthy eating, active living or school gardening
2. Experience in curriculum development for public elementary schools
3. Experience training and managing volunteers
4. Proficiency with standard office software (Word, Excel) and ability to quickly learn how to use more specialized programs
5. Experience in handling communications for a nonprofit or educational entity, including website management, authoring press releases, and familiarity with social media
6. Excellent communication skills (written and verbal)
7. A positive attitude and willingness to work as part of a team

## **III. Preferred Skills**

1. Two or more years of experience with hands-on programming for students, especially regarding school gardens and healthy eating/active living educational efforts
2. Expertise in curriculum development that connects healthy eating/active living to public educational requirements
3. Experience in designing volunteer training programs
4. Experience with organizing and managing successful community events
5. Experience in community-based research (design, implementation and analysis)
6. Expertise in nonprofit/educational communications
7. Experience with grant writing and management
8. Experience working in rural, low-capacity communities