

FairShare CSA Coalition

Title: FairShare Program Manager

Classification: Full-time, exempt (salaried). Fully funded for a minimum of three years.

Supervisor: Executive Director

Start Date: 1 May 2022

Location: Remote, work from home, based in Ohio (FairShare's main office is in Madison, WI)

Compensation: \$45,760 to \$52,000 annually; health insurance stipend; \$200 annual CSA share reimbursement; generous paid time off; additional paid and unpaid family, parental, and other leave

FairShare is committed to creating a diverse environment and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status. FairShare encourages applicants of all backgrounds to apply.

Organization

FairShare CSA Coalition connects farmers and consumers through Community Supported Agriculture (CSA). Through outreach and education, we are building toward a fair and equitable food system in which small-scale farms can thrive and all families have access to locally produced, organic food.

We offer a friendly and supportive workplace culture. Staff are passionate and enthusiastic about our work, and we recognize that everyone on the team is involved in our organization's vision and success. We value integrity, initiative, and open communication. And our focus on delicious food is a throughline for our work and informal time together.

Position Overview

The FairShare Program Manager provides education and technical assistance for organic vegetable farmers serving direct markets (community supported agriculture, farmers market, grocery stores, restaurants, etc.). The Manager works closely with Ohio farmers, FairShare and University of Wisconsin Extension colleagues, and other organizational partners in Ohio and through the Midwest Vegetable Growers Support Network (a new network supporting direct market farmers and farmer support providers). This new position is funded through a partnership between FairShare and Ohio Earth Food. Additional partners include: Wisconsin Department of Agriculture, Trade, and Consumer Protection, Midwest Organic and Sustainable Education Service, Urban Triage, Angelic Organics Learning Center, Hmong American Farmers Association, and Real Organic Project.

Responsibilities

Technical Assistance for Farmers (50%)

- Provide marketing and production support to organic vegetable growers serving direct markets in Ohio through workshops, presentations, field days, grower gatherings, collaboration on the Organic Vegetable Production Conference, and more
- Provide specific marketing support for growers serving direct markets, with a focus on CSA
- Present at meetings, conferences, and other events
- Establish working relationships with partner organizations through the Midwest
- Serve as a referral source and connector for growers to other programs and resources through the Midwest Vegetable Grower Support Network
- Reach and engage diverse audiences in ways that are inclusive to ensure full access to programs
- Work closely with growers and key stakeholders to ensure programing meets their stated needs
- Conduct program evaluations to improve program effectiveness and demonstrate value

FairShare CSA Coalition

Marketing (25%)

- Outreach to consumers, businesses, and institutions in Ohio to provide information about and access to products from local vegetable farmers, with a focus on CSA
- Lead the FairShare Farm endorsement process in Ohio and assist with farm endorsement and affiliation throughout the Midwest
- Assist consumers in finding and signing up for CSA shares through FairShare-endorsed and affiliated farms in Ohio
- Publicize and assist with the Partner Shares program in Ohio (Partner Shares provides subsidies on the cost of CSA shares to economically vulnerable families)

Fundraising (15%)

- Work with FairShare colleagues to create and implement effective fundraising strategies to ensure long term sustainability of FairShare grower programs, with a focus on Ohio
- Initiate and/or assist with grant writing to support FairShare grower programs
- Lead and/or assist with fundraising events in Ohio

General Organizational Support (10%)

- Participate in annual and special events as needed, with some travel outside of Ohio
- Support annual meeting planning, budget process, and annual report creation, as needed/appropriate
- Update and maintain website for appropriate programs and events
- Provide input and support on appropriate grants and other fundraising activities
- Support outreach tabling and presentation events

Minimum Qualifications

- Experience working with organic farmers and/or farmers serving direct markets
- Experience with project coordination
- Experience with public speaking and/or delivering educational presentations
- Experience working in Microsoft Office and Google Docs, Sheets, Slides, and Drive
- Experience with email, phone, and in person communications
- Excellent written and interpersonal communication skills
- Valid driver's license
- Ability to travel to farms, meetings, and conferences throughout Ohio and the Midwest
- Ability to work occasional weekends and evenings

Desired Knowledge, Skills, and Abilities

- Ability to adapt to the changing needs of a dynamic organization, balance several projects at once, and stick to a timeline
- Ability to reach racially diverse audiences of vegetable growers
- Familiarity with organic certification
- Experience with outreach and communication across a variety of platforms and forums
- Experience with grant writing
- Experience with marketing and/or community engagement
- Attention to detail and ability to work independently, as part of a small team
- Ability to analyze data and implement decisions based on results
- Experience working on farm(s), your own or someone else's
- Bilingual and/or bicultural is a plus, especially bilingual in Spanish and English

FairShare CSA Coalition

Apply

To apply for this position, please email the following materials to tess@csacoalition.org:

1. Cover letter of no more than 500 words addressing why you are interested in this position and highlighting two experiences/skills you have that make you qualified. This letter will be used to evaluate your written communication skills.
2. Resume/CV
3. Contact information for three professional references

Please direct any questions regarding this position to claire@csacoalition.org

Applications Deadline

Applications are due by 3/30/22.

Interviews will be held in early April