



Growing Home, Inc.

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Position: Market Outreach Coordinator

Reports To: Associate Director

Position Purpose: The role of the Market Outreach Coordinator is to develop a customer base for Growing Home’s Wood Street Farm Stand by managing and improving infrastructure for the farm stand and correlated “Wednesdays at Wood Street” events, such as workshops, movie screenings, tours, and more; overseeing outreach to neighbors and community residents about the farm stand and healthy eating; and exploring and developing options for other sales or delivery methods (i.e. market bags, pre-order systems, or home deliveries). The Market Outreach Coordinator is responsible for planning, staffing, and managing the Wood Street Farm Stand, including identifying labor needs, coordinating harvest with the Urban Farms staff, and managing program interns. In addition, the position will serve as the administrator for Growing Home’s outreach and marketing efforts in Englewood.

Growing Home, Inc. is a Chicago-based nonprofit with a mission to operate, promote, and demonstrate the use of organic agriculture as a vehicle of job training, employment, and community development. The Outreach and Marketing Department’s role is to support Growing Home’s mission to increase healthy eating habits, consumption of Growing Home produce, and education around gardening and food to Englewood residents.

Responsibilities

- Through improvements to the structure and marketing for the organization’s weekly farm stand and “Wednesdays at Wood Street” events, increase number of visitors to the farm as well as overall sales
- With the Community Outreach Coordinator, develop and conduct activities to increase community engagement and support for Growing Home, local food, and healthy eating; this may include leading tours of farm sites, door-to-door educational campaigns, developing marketing materials (with Marketing and Development staff), conducting workshops and demonstrations on- and off-site, representing Growing Home at community events, and more
- Serve as the administrator for Growing Home’s outreach and marketing efforts: coordinate site tours with other staff; maintain an up-to-date schedule of events; track indicators of success, including pounds of food sold and donated, number of unique and returning guests, and results of outreach efforts such as door-to-door educational campaigns
- As necessary, manage program participants and/or volunteers in sales, customer service, outreach, and cash handling
- Other duties as assigned

Qualifications

- Bachelor's or Associate's degree in related field preferred
- Ability to work evenings and weekends for outreach and special events
- Knowledge of or well-established contacts in the Englewood community
- Proven record of success in at least one of the following: community organizing, community outreach, sales and/or marketing
- Demonstrated experience performing administrative tasks, with a proven record of excellence in organization, time management, prioritization, and ability to follow written and oral instruction
- Proficiency in Microsoft Office Suite as well as using standard office equipment
- Excellent verbal and written communication skills
- Ability to perform well in an outcomes-oriented environment and work comfortably in a fast-paced environment
- Illinois Driver's License; outstanding driving record
- Commitment to Growing Home's mission and target population and interest in the local foods and/or organic foods movements preferred

Compensation:

- \$15/hr for 25-30 hrs/week
- Option to enroll (at cost) in Growing Home's medical and dental insurance plans
- Paid vacation time based on hours worked
- Paid holiday time based on hours worked
- Paid sick time based on hours worked
- Flexible schedule (when arranged with supervisor)

To Apply: To apply, email a resume with references and cover letter addressed to Rebekah Silverman, Associate Director, to jobs@growinghomeinc.org. No phone calls please.

Growing Home, Inc. is committed to the principle of equal opportunity in education and employment and does not discriminate against individuals on the basis of race, color, sex, sexual orientation, gender identity, religion, disability, age, or national or ethnic origin.