



# MOUNTAIN ROOTS EDUCATION

## **Job Title: Development and Outreach Coordinator**

**Overview:** We are seeking a dynamic individual to join our team as a Development and Outreach Coordinator for Mountain Roots Education. This role is pivotal in promoting our programs, engaging the community, and coordinating volunteers to support our school garden program. This job description is for a year-round position, but for now, we can fund the position for 3 months with the possibility and hope of extending it to a year-round, part-time position.

### **Key Responsibilities:**

#### **1. Marketing Strategy and Execution:**

- o Help develop and implement a marketing plan to raise awareness of our organization within the community.
- o Create compelling content for digital platforms, including social media, website, newsletters, and email campaigns.
- o Develop marketing and communication systems with each school community/school district and coordinate with the executive director and garden educators to implement them.
- o Work in partnership with the Board of Directors and executive director to develop and implement a plan for Tin Cup each year that includes storytelling, recruitment of new donors, and donor stewardship.

#### **2. Outreach and Community Engagement:**

- o Cultivate partnerships with school communities, local organizations, businesses, and community members to support the school garden program.
- o Manage outreach events such as school open houses, tabling opportunities (i.e. farmer's markets, Earth Day, etc.), and community gardening days and events.

#### **3. Volunteer Management:**

- o Recruit, train, and coordinate volunteers to assist with gardening activities, events, and educational programs.
- o Maintain volunteer schedules and ensure a positive volunteer experience.
- o Recognize and appreciate volunteers for their contributions to the program's success.

#### **4. Program Support:**

- o Assist in planning and executing educational activities and workshops for students related to gardening, sustainability, and nutrition. This will include promoting sustainable living workshops, assisting with the development of a cookbook, and supporting garden educators by procuring materials and filling in during garden lessons as needed.
- o Support fundraising efforts through donor stewardship, sponsorship coordination, and donor database maintenance. This will include spearheading donor thank you

notes, business outreach, assisting with developing and circulating an annual report, and more.

**Qualifications:**

- Bachelor's degree in Marketing, Communications, Public Relations, Education or a related field (or equivalent work experience).
- Proven experience in marketing, communications, outreach, or volunteer management, preferably in an educational or nonprofit setting.
- Excellent written and verbal communication skills with a strong attention to detail.
- Ability to work independently, prioritize tasks, and meet deadlines in a fast-paced environment.
- Passion for environmental sustainability, gardening, and education.

**Preferred Skills:**

- Proficiency in social media management and digital marketing tools.
- Experience with graphic design and content creation (Canva, etc.).
- Knowledge of local community networks and resources.
- Knowledge of Salesforce or willingness to learn.

**Benefits:**

- \$25/hr for 15 hours/week for the first 3 months
- Professional development opportunities in marketing, nonprofit management, and gardening education.
- Opportunity to make a meaningful impact on students' education and community wellness through gardening.

**Application Process:** Please submit a resume, cover letter highlighting your qualifications and interest in the position, and samples of previous marketing or communications work (if available) to [info@mountainrootseducation.org](mailto:info@mountainrootseducation.org)

**Note:** This job description is intended to convey information essential to understanding the scope of the role and is not exhaustive. Duties may evolve based on program needs and the successful candidate's skills and interests. We are an equal-opportunity employer committed to diversity and inclusion in our workplace.