



Online Community Engagement Coordinator

We are looking for a creative self-starter with a passion for the organic food movement in Maine. The Online Community Engagement Coordinator will help expand MOFGA's programming by directing digital community engagement for the organization as well as coordinating community outreach and engagement in Southern Maine.

Title: Online Community Engagement Coordinator

Primary Responsibilities: This role has two primary components, creating and implementing the online presence of the organization and growing community engagement in Southern Maine. This role will lead the growth and evolution of the organization's digital presence by implementing strategic website, video and design projects to meet impact plan goals.

Supervisor: Communications and Outreach Director

Work Week: 40 hours -- Monday through Friday, and additional evening and weekend hours as needed for events.

Position: Salaried. Federal Fair Labor Standards Act Exempt. The employee is not eligible for overtime payment.

Location: Position is based in Southern Maine, although occasional travel to Unity and elsewhere in the state will be required. Most staff are currently working remotely, but this position could be based out of MOFGA's Portland office and we would like this position to work out of the office in Freeport at least one day (with the option for more days) per week at the Maine Organic Marketplace.

Salary Range: The salary range for this position is \$38,000 - \$44,000 annually, dependent upon experience. MOFGA has an excellent benefits package with paid medical, dental and vision insurance and paid parental leave. Employees receive a generous time-off package including paid vacation and sick time, three personal days, and 14 paid holidays annually. MOFGA offers flexible work arrangements and telecommuting opportunities based on the nature and requirements of the role.

Required Abilities and Knowledge:

- Creative thinking and the ability to generate new ideas and approaches to digital and print design, and about community engagement.
- Ability to create content for online channels that supports a variety of written materials, ranging from complex technical reports to community stories, with a cohesive design aesthetic in line with the organization's style.
- Experience with video editing software and commonly used design software. Wordpress experience is a plus.





- Experience setting up and managing events, both small and large.
- Excellent interpersonal and communication skills.
- Impeccable attention to detail and successful project management.
- Commitment to collaboration across a range of stakeholders, with the ability to work both independently and as part of a team.
- Comfort and proficiency with databases, the Microsoft Office suite of programs, online communication tools, and Google suite.
- Experience organizing and inspiring volunteers, members, advocates or other supporters is a plus.
- Experience building collaborative partnerships with organizations.
- Support for the mission and work of MOFGA, experience with farming, gardening or homesteading are a plus.

Responsibilities

- Strategically direct the digital presence of the organization by acting as the lead online content creator and designer, evaluating metrics and implementing strategies to meet impact plan goals.
- Collaborating with all departments to create digital content and assets across email, social and web channels that support communications goals and build brand awareness.
- Updating the MOFGA website regularly with compelling content and troubleshooting any website problems with our web agency. Work to ensure the best possible experience for users of the site.
- Tracking analytics and performance across digital platforms to set benchmarks and work towards continual improvement of the online program.
- Implementing strategies around MOFGA's video assets to maximize impact and build robust training content for MOFGA's audiences.
- Cultivating MOFGA community engagement in Southern Maine, with special emphasis on engaging current members and volunteers and reaching new audiences through educational events, fundraising activities and community events.
- Developing and managing MOFGA's community engagement events in Southern Maine with particular emphasis on events at the Maine Organic Marketplace in Freeport.
- Managing volunteers to help accomplish the program work of MOFGA.
- Representing MOFGA at community events and collaborating with partner organizations to further MOFGA's presence in Southern Maine.
- Managing Country Store Pop-Up events in Southern Maine and assisting the Store Manager at Maine Organic Marketplace as needed.
- Other duties as assigned.

MOFGA's success depends upon the collaborative spirit among its staff members and volunteers. Employees are expected to be ready and willing to assist colleagues in all program areas when directed to do so by their supervisors and to carry out all of the responsibilities listed above in accordance with the mission statement, goals, and philosophy of the Maine Organic Farmers and Gardeners Association.





MOFGA is committed to creating an inclusive and sustainable workplace that reflects this mission. MOFGA is an equal opportunity employer and does not discriminate on the basis of race, ethnicity, age, religion, gender, marital status, sexual orientation, disability, veteran status, political orientation, or any other characteristic protected by federal, state, or local law. We strongly encourage BIPOC (Black, Indigenous, and People of Color) and LGBTQ+ individuals, as well as veterans to apply.

To apply submit a cover letter, resume and three digital/online content examples to Katy Green at kgreen@mofga.org. Application review will begin on December 6 and position will remain open until filled.

