



MAINE ORGANIC FARMERS AND GARDENERS

Community Engagement Coordinator

The Maine Organic Farmers and Gardeners Association is seeking an outgoing and organized individual to join the communications and outreach team. The successful candidate will coordinate volunteers, and work with staff to develop deeper community connections and promote leadership within the MOFGA community. This position works closely with the Fair department.

Primary Responsibilities: To cultivate MOFGA community engagement, with special emphasis on supporting the organization's membership and volunteer base. To facilitate community participation in MOFGA's operations, programs and events, including the Common Ground Country Fair.

Supervisor: Communications and Outreach Director

Work Week: Full-time, generally Monday through Friday, 9 a.m. to 5 p.m. Occasional nights, early mornings, and weekend hours required. Additional hours in the weeks leading up to, during and after the Common Ground Country Fair and other MOFGA events.

Position: Salaried. This position is exempt under the Federal Fair Labor Standards Act. The employee is not eligible for overtime payment.

Location: This position is based at the Unity main campus, with flexibility to work from home occasionally. Travel throughout the state to attend events is required.

Salary Range: The salary range for this position is \$45-50,000 annually, dependent upon experience. MOFGA includes a 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:

- At least three years of experience organizing, managing and inspiring volunteers, members, advocates and other members of the community.
- Experience managing and assisting in small and large event set up, operation and clean-up.
- Creative thinking and the ability to generate new ideas about community engagement and volunteerism.
- Excellent interpersonal and communication skills, including both verbal and written communication
- An interest in outreach to new audiences using a variety of channels to communicate MOFGA's message.
- Comfort and proficiency with online databases, volunteer management software, the Microsoft Office suite of programs, Google Suite programs and online organizing; familiarity with Zoom or other online video conferencing tools.
- Experience with email marketing platforms, social media and wordpress is preferred.



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- A demonstrated ability to manage multiple complex projects simultaneously.
- Experience building collaborative partnerships and volunteer projects with organizations.
- Support for the mission and work of MOFGA and familiarity with the Common Ground Country Fair.

Responsibilities

Communications and Outreach

- Work creatively and collaboratively with MOFGA staff to increase the number of individuals engaging in MOFGA programs and becoming more involved in the organization as volunteers, members, and event attendees.
- Act as a key member of the communications and outreach team to develop and manage outreach events, including as the primary contact for events outside of Southern Maine.
- Act as an effective and engaging spokesperson while representing MOFGA at community events.
- Collaborate with organizations and businesses to further MOFGA's message, and think creatively about new partnerships and volunteer opportunities.
- Create regular content for MOFGA publications and social media to promote MOFGA, keep current community members engaged, and recruit new people to get involved.

Common Ground Country Fair

- Be an active member of the Fair team. Participate in the year round planning and work in regards to volunteers to support a safe and engaging Common Ground Country Fair.
- Recruit and organize the volunteers for the Common Ground Country Fair, which includes 10,000 shifts from 2,500 individuals over the course of the event.
- Manage and work with planning team area coordinators to ensure that the volunteer check-in tent, volunteer t-shirt tent, Friday school group tent and camping run smoothly during the Fair. Meet as needed throughout the year to make proactive improvements and address concerns.
- Manage planning team t-shirts and name tags, assist in coordinating the planning team pre-Fair potluck and post-Fair thank you dinner.
- Manage and work with area coordinators to update shift volunteer needs, and ensure all volunteer needs are met during the lead up to the fair and during the fair.
- Fair set-up occurs over the two weeks before the Fair. During set-up, extended hours will be needed and office coverage managed. Generate daily volunteer sign-up reports, set-up and manage the volunteer check-in table, field volunteer questions, and work closely with the Fairgrounds Logistics Coordinator.
- During the Fair, be available by radio, attend 7:30 a.m. planning team morning meetings, manage the volunteer check-in tents, address volunteer challenges with support from Fair team & MOFGA staff, help ensure areas have the volunteers they need. Hours during the Fair are 7:00 am - 7:00/6:00 p.m (Sunday).
- Help coordinate volunteer involvement during Fair clean-up, during the three days after the Fair and additional clean-up days in October.



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- Recruit new area coordinators for the Common Ground Country Fair, and ensure succession planning is in place for the various areas of the fair.
- Work with the Fair office to offer clear and consistent communication with area coordinators and members of the Fair's planning team.
- Coordinate acknowledgements of donations of time and goods for Common Ground Country Fair vendors, contributors and volunteers.
- Manage the school mileage reimbursement program for the Fair. Launch pre-registration, follow-up with reimbursement forms after the Fair, compile and submit reimbursements for payment.

Volunteerism and Planning

- Recruit and manage volunteers on a weekly basis for MOFGA projects.
- Train and support MOFGA staff on working effectively with volunteers.
- Develop and implement a train-the-trainer-style program within the organization to engage volunteers in taking on leadership roles to help support MOFGA's programs.
- Provide a framework for MOFGA staff members to request, schedule and work with volunteers and members when needed or available.
- Work closely with the MOFGA community to identify additional engagement roles and opportunities for volunteers.
- Generate and send appropriate correspondence to volunteers, and ensure all volunteers receive benefits earned, including coordinating food (e.g., making and/or purchasing snacks and meals as determined by the department host).
- Document and log community engagement (e.g., volunteer shifts, event participation and public policy advocacy) hours and impact. Keep volunteer databases for MOFGA & the Fair updated.
- 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.
- Enact 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.

To apply, please send a cover letter and resume to Jennifer Wilhelm, communications and outreach director, jwilhelm@mofga.org. Applications will be reviewed on a rolling basis and will remain open until the position is filled.

The Maine Organic Farmers and Gardeners Association is a broad-based community that educates about and advocates for organic agriculture, illuminating its interdependence with a healthy environment, local food production, and thriving communities. 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.