

5581 S. Lake Shore Dr
Harbor Springs, MI.
49740
231-526-FARM
www.farmingforourfuture.org



JOB DESCRIPTION

Position: Executive Director
Status: Volunteer Position
Supervisor: Board of Directors

Mission

As a regional, environmental and agricultural center: to foster people's connection to what they eat, where it is grown and how their choices affect their personal health and the health of their community and planet.

Core Values

We strive to respect, nourish and protect all living things; people, animals and the environment are all interconnected.

We believe that linking agricultural, environmental and life skills in the classroom and the community helps our children and their families develop a deep understanding and appreciation of how our land and our planet sustain life and with this awareness we encourage all of us to take action.

We believe that every individual has the ability to make a positive difference.

We believe that flexibility and open-mindedness are essential to enable us to respond to a changing world.

Required Background, Knowledge, Skills and Abilities:

- Demonstrated ability to plan and execute comprehensive effective programs.
- Ability to communicate effectively, both orally and in written form.
- Ability to plan, organize and effectively present ideas to diverse groups.
- Ability to build financial support through fundraising, grant writing and donor cultivation.
- Recruit, attract and retain a core group of volunteers.
- A passion for sustainable food systems and community.

Minimum Qualifications for Education, Training and Experience

- Passion for sustainable food systems, community and basic understanding of food issues is a must.
- Desire to drive a mission forward as a dedicated unpaid leader.
- Knowledge of non-profit organization management and Board dynamics is desired.
- Computer Skills.

Other:

- Use of personal vehicle to complete job duties.

Essential Functions:

Under the direction of the Board of Directors this position will execute the following:

45% Program Management

Increase efficiencies of two established programs: Petoskey Community Victory Garden at Hungry Hollow (Sheridan Street, Petoskey, MI), Farm Tokens for Education. (Emmet County, MI)

Petoskey Community Victory Garden:

- Work with community volunteers to maintain community garden beds on city property.
- Gardener recruitment and plot assignments.
- Garden maintenance (fencing, irrigation, tools, signage)
- Gardener communication.
- Garden education planning and organizing.
- Maintain garden internet blog.
- Write and disseminate press releases.
- Maintain garden social networking sites and photo galleries.
- Develop and manage new media and outreach tools to develop new volunteers, donors and communications strategies.
- Seek out and execute garden appropriate fundraisers and grants.
- Public speaking engagements to increase public awareness.
- Maintain garden budget.
- Write and submit annual report to city Parks and Recreation and City Council.
- Continuously seek out garden growth opportunities to perpetuate the concept “Where everyone lives, everyone eats.”

Farm Tokens for Education:

- Seek annual funding to improve and grow program.
- Continuous public education and promotion.
- Recruitment of farms, businesses and local foods vendors.
- Recruitment of local schools.
- Recruitment of in –school tokens coordinators.
- Maintain program budget.
- Build annual program calendar.
- Design and execute program contests amongst schools and vendors.
- Maintain relationships with graphic designer and printers.
- Year-end collection, tabulation and communication of results.

25% Marketing, Public Relations

On an on-going basis, continue increase awareness of current FFOF programs and mission

- Increase and continuously update network of volunteers, donors and friends of FFOF.
- Attend food systems conferences & outreach events.
- Marketing and promotional activities in relation to programs.
- Hold meetings with independent food systems and environmental groups.
- Maximize opportunities to leverage publication and media to educate partners and public about FFOF programs and services.
- Maintain blogs, social media sites and internet site.

20% Organizational Maintenance

On and on-going basis ensure that FFOF meets all government and necessary 501(c) 3 requirements to remain solvent and in full compliance with all federal and state regulations.

- Update board policy and bylaws.
- Work in collaboration of board to update bylaws as needed.
- Ensure Board meets at least 2 times annually or on an as-needed basis.
- Prepare and maintain board agendas, minutes in compliance with by-laws
- Advise board on compliance and bylaws.
- File annual 990 taxes.
- Maintain bank account and budgets.
- File annual Charitable Solicitation documents with state of Michigan.
- Budget and maintain appropriate liability insurance for programs.
- Budget and maintain appropriate insurance for Directors and Officers.
- Ensure all plans and FFOF activities are in agreement with by-laws and mission.
- Draft annual and strategic plan for Board approval.

10% Creativity and other duties as assigned

Creates and Implements new programs where needed as appropriate to proliferate mission.

- Function as the primary link to community and organization. Creatively and collaboratively analyze local food movement trends and find creative and unique future-thinking programs to address those trends/issues.
- Provide recommendations for creative improvement to existing programs.

- Other duties as assigned by members of the Board of Directors.

Disclaimer:

This is not necessarily an exhaustive list of all responsibilities, duties, skills, efforts, requirements or working conditions associated with the job. While this is intended to be an accurate reflection of the current job, management reserves the right to revise the job or to require that other or different tasks be performed as assigned.

Pay range: Volunteer (Income potential given successful grant and donor cultivation)

Updated: 7/28/2011