

JOB DESCRIPTION—Eat Downeast Program Manager, Greenhorns

Position Title:	Eat Downeast Program Manager
Location:	Washington County, Maine
Reports to:	Severine Welcome, Executive Director
Job Category:	Part time
FLSA Status:	
Pay:	\$25-30/hr depending on experience

OVERVIEW

Greenhorns seeks a helpful, kind, informed, outgoing networker to take over coordination of the Eat Downeast campaign and project.

We recommend any applicants thoroughly study our website to gain critical context on “how we work” and how we approach the subject.

KEY RESPONSIBILITIES

The responsibilities of the Eat Downeast Program Manager involve coordinating the Eat Downeast local food promotion project.

- Maintain relationships and database for Eat Downeast
- Update website as needed
- Show up at events ie (U Maine Ag Conference, Wash Co Fair, Perry Harvest Fair, Millbridge Days, Machias Blueberry Festival) for tabling and outreach
- Maintain relationships with with Maine Tourism/ MOFGA/ other relevant organizations
- Manage the localfood@smithereenfarm.com Gmail account
- Manage @eatdowneast Facebook and Instagram accounts
- Update the Agri-calendar spreadsheet on eatdowneast.com
- Coordinate ad buys/ feedback loops with external contractors
- Create profiles of producers for social media
- Create press releases for newspapers for calendar and profiles
- Process new producer entries to the database in an organized fashion
- Identify and onboard new producers
- Distribute flyers, stickers, marketing materials, maps around Washington County
- Strategize with stakeholders
- Deepen vision for the project and how information is exchanged
- Support coordination of food distribution within community between producers, sellers, and the public
- Organize outreach for shared use kitchen/ walk in cooler/ shared processing spaces/ market infrastructure

- Support the goals of food sovereignty, viability and radiance for Downeast Maine food ecosystem

EXPERIENCE AND QUALIFICATIONS

- **Experience in community organizing,** event production/ promotion/ marketing
- **Some experience with agriculture**
- **Digital Tools Proficiency:** Proficiency with Google Workspace, WordPress, and social media platforms such as Instagram and Facebook for communications, project management, and outreach.
- **Organizational and Project Management Skills:** Strong organizational abilities with attention to detail and the capacity to manage multiple projects, deadlines, and priorities simultaneously.
- **Communication Skills:** Superior written and verbal communication skills, including the ability to convey complex ideas clearly to funders, collaborators, and community stakeholders.
- **Interpersonal and Collaboration Skills:** Ability to work effectively with a diverse range of collaborators, including staff, volunteers, program partners, and community stakeholders.
- **Adaptability and Initiative:** Demonstrated ability to adapt to changing priorities, learn new systems quickly, and take initiative in identifying and solving problems.
- **Mission Alignment:** Demonstrated passion for and knowledge of sustainable agriculture, agrarian education, and the young farmers movement.
- **Language Proficiency:** Fluency in written and spoken English.