



Michigan Food and Farming Systems
Communications and Outreach Coordinator Position Description

Status: Full time **Salary:** \$40,000 **Desired start:** October 2021
Location: Currently remote, long-term option to work in Okemos, MI or remote

Founded in 1998, Michigan Food and Farming Systems (MIFFS) is a statewide nonprofit (501(c)(3) that connects beginning and historically underserved farmers to each other and to resource opportunities, ensuring social justice, environmental stewardship, and profitability. MIFFS fosters and leverages collaborations that create and support more sustainable food and agriculture systems for producers and consumers in Michigan. MIFFS is committed to being an anti-racist organization that values diversity, inclusion, and multiculturalism, and are advocates for social justice and racial equity in the food system.

Position Summary:

MIFFS is seeking a passionate, creative, and self-directed individual to fill the Communications and Outreach Coordinator position. This position is responsible for overseeing and implementing MIFFS' communications and providing outreach to farmers to assist with navigating the plethora of resources that are available. This is an important role responsible for connecting farmers to resources, telling MIFFS story, and supporting fund development. The Coordinator will work closely and collaboratively with MIFFS staff and contractors in order to succeed. Professional development, training, and mentorship will be offered.

Specific Responsibilities:

- Communications Lead:
 - Developing communications strategy in collaboration with MIFFS leadership and staff
 - Maintaining and building website
 - Leading social media presence
 - Creating and managing monthly newsletter
 - Updating resource databases in SharePoint and website
 - Facilitating new outlets for sharing MIFFS story and impact
 - Marketing and outreach for events, fundraising efforts, and other campaigns
 - Spanish-English Translation of outreach and programmatic materials
- Outreach and Technical Assistance:
 - Providing technical assistance to farmers and MIFFS USDA Field Specialists for applying for Farm Bill Programs
 - Maintaining up-to-date knowledge of available programs for diversified farms
 - Providing follow-up communications on phone calls and web-submitted requests
 - Participating in planning and coordinating outreach for events including workshops/webinars, MI Family Farms Conference, field days, network meetings and exhibiting at events
 - Developing presentation materials for events and workshops



- **Reports and Data Collection:**
 - Developing reports to document services provided
 - Assisting in data collection for grant reporting from several funding sources across multiple programs
- Performing other duties as required to assure the continued success of MIFFS

Preferred Qualifications:

Successful candidates will have demonstrated experience and knowledge in communications best practices and topics in food and/or sustainable agriculture systems. MIFFS embraces diverse perspectives and wisdom and encourages candidates to apply with both formal and informal education on relevant topics. Other preferred qualifications include:

- Ability to speak and communicate in Spanish and English
- Collaborative, self-motivated, and proven ability to meet deadlines
- Experience developing and implementing communications strategies
- Passionate and effective storyteller
- Ability to translate complex topics into understandable and engaging content
- Knowledge of USDA Farm Bill Programs; experience administering or applying for USDA programs preferred
- Knowledge of farming programs and resources available to diversified farms
- Experience working with diversified agricultural production systems including rural, urban, conventional and organic farms of all sizes
- Confident and effective public speaker and experience working with the press
- Proficient in graphic design programs such as Adobe InDesign
- Experience with web-based design
- Experience writing and distributing press releases
- Experience/competency in utilizing culturally appropriate linguistics in social justice settings

Compensation and Benefits Package:

This is a full-time position (35 hours per week) with a salary of \$40,000. Benefits include generous paid time off, health insurance, SimpleIRA Retirement plan, flexible work schedule, and remote work options.

Please email your resume and a cover letter describing your interest and relevant experience to lauren@miffs.org by September 24, 2021.