

Job Announcement
February 2010

POSITION: Director of Consumer Outreach and South Central Programs

AVAILABILITY: April 2010

SUPERVISION: This position will be supervised by the Executive Director

QUALIFICATIONS: Bachelor's degree or higher is required. Masters degree or relevant professional experience strongly preferred. Experience in program development, office administration, and fundraising would be a plus for any candidate. Excellent communication skills and computer proficiency are essential to this full-time position.

GENERAL OVERVIEW: This is a Senior Management, developmental position that will establish a new regional presence for PASA focusing on a variety of initiatives, approximately as follows: 50% statewide management of our Good Food Neighborhood and Buy Fresh Buy Local® programs; 30% establishing a viable Regional Marketing program for PASA members in South-Central Pennsylvania; 15% focus on urban agriculture and food systems development in Harrisburg; 5% statewide policy monitoring and intervention. The job will also involve fundraising activities in order to support office space and additional staff to maintain these activities.

OBJECTIVES AND DUTIES: Specific duties involved include, but are not limited to the following:

- A. Management of statewide Buy Fresh Buy Local® programs, including responsibility for helping to maintain current chapters, organize new ones, and fulfill contractual obligations as established by FoodRoutes Network
- B. Active promotion and maintenance of the Good Food Neighborhood membership program and social networking website, with specific goals identified for annual membership sales
- C. Fundraising, grant writing and/or enterprise development aimed at maintaining the regional office and building/supervising a strong staff to accomplish the purposes outlined above
- D. Maintaining a clear partnership with various other organizations and agencies throughout the South Central region that share our objective of promoting sustainable farms and farming, including especially in this case the various groups involved with the Broad Street Market
- E. Promote development of urban agriculture and food systems in Harrisburg.
- F. Developing PASA membership in the region and providing basic services to existing and new members. For local members, this office will be their primary point of contact with the organization
- G. Building strong relationships with regional, food-system related businesses to promote buying from local farms and sales of locally produced food to the public. In some cases, this will involve a contractual relationship

- H. Working closely with PASA's board members in the region as well as staff in the main office and other regional offices in pursuit of PASA's overall mission and in meeting basic administrative needs
- I. Traveling to other parts of the state as necessary for regular meetings, the annual PASA conference and such other activities that shall be determined from time to time

RESIDENCY: Candidates must live in, or agree to relocate to the region being served. The office will be located in Harrisburg at a location approved by the Executive Director and board of PASA, and attendance there on a daily basis will be expected.

COMPENSATION: Salary and comprehensive benefits package is available and is based on qualifications and established policy

APPLICATIONS: Please send cover letter indicating understanding/acceptance of mission/objectives of the position and resume to PASA, Director of Consumer Outreach Search, PO Box 419, Millheim, PA 16854, or to jobsearch@pasafarming.org. Applications will be accepted continuously until the position is filled, but interviews will begin from among the first pool of candidates identified by March 15, 2010.