

Job Title: Project Director

Organization: Portland Area CSA Coalition (PACSAC)

Location: Portland, Oregon (a work-at-home position)

Supervised by: PACSAC Advisory Council

Date: November 30th, 2012

Closing date: Open until filled

Contact: staff@portlandcsa.org

Salary and duration: \$15/hour, .5 FTE for two years (2013-2014).

This position may be extended if funding becomes available.

Job summary: This position will manage a two-year, \$65,000 USDA Specialty Crop Block grant, aimed at increasing new Community Supported Agriculture (CSA) memberships and retaining existing ones, in the Portland metro area. The project director will be expected to work independently in managing all aspects of the grant, including arranging for travel to outreach events in the metro region, identifying and working with subcontractors (marketing specialists, web designer/programmers, and graphic designers), and collecting and reporting CSA statistics for the duration of the grant. The project director will also develop and distribute marketing and outreach materials, solicit and give presentations to interested groups, and interact with Portland Area CSA Coalition (PACSAC) farmer members. Finally, the Project Director will be responsible for meeting reporting requirements (biannual and final) to the Oregon Department of Agriculture, as well as regularly updating the PACSAC Advisory Council and farmer-members of the progress of the grant project. The Project Director will be encouraged to seek additional funds to extend the scope and/or duration of their work.

Approximate breakdown of responsibility and duties.

20% program development -

- Identify programs to increase the number of members joining local CSA farms.
- Identify and pursue funding opportunities- grants, membership benefits, listing fees, and fundraising events or projects.

65% program implementation -

- Initiate new and innovative outreach programs to increase the number of members joining local CSA farms
- Organize promotional events for potential CSA members, such as: farm tours and field days, Know Your Farmer events, etc.
- Provide support for educational programs for CSA farmers, including but not limited to: organizing winter month farm tours, identifying and arranging appropriate speakers, etc.
- Coordinate and work closely with a marketing consultant and on all graphic design work, print media and social networking
- Recruit and provide effective management and support for PACSAC volunteers
- Write press releases and articles related to program activities and accomplishments

15% data gathering and reporting

- Collect baseline and continuing data of number of CSA farms & members

- Develop required grant-related reports
- Prepare written summaries evaluating the programs
- Attend and report at quarterly Advisory Council meetings

Knowledge, skills and abilities needed to perform this role:

- Leadership experience in non-profits, preferably in the food or farming field.
- Familiarity with the CSA model: the various types, their benefits, history, etc.
- Enthusiasm for the diversity of small scale food production & marketing; knowledge of how CSA fits in the local-foods movement.
- Grant writing/administration and fundraising experience.
- Excellent communication skills, both verbal and written.
- Possess a car and clean driving record to travel in the Portland area for outreach events, in addition to being able to travel to Madison, WI, for four days.
- Willingness to work a flexible schedule, including occasional weekends.
- Be highly self directed and conscientious.
- Have leadership qualities that make one able to work with others of differing personalities and be a productive team member.
- Computer literacy, basic web knowledge, and competence with social and electronic media, such as weblogs, Facebook, Wordpress, etc.
- Be able to work at home or in another self-supported environment.

To apply: send an electronic cover letter and a copy of your resume, with three references, to the contact listed above.

About the organization: Historically an informal, farmer-organized group, the Portland Area CSA Coalition (www.portlandcsa.org) seeks to develop peer-to-peer support for farmers in the Portland area, as well as publicize and increase the accessibility of community supported agriculture in the greater Portland metro region. PACSAC is currently growing its organizational capacity to better serve its member farmers by increasing efforts in marketing the CSA concept through education, outreach, community building and resource sharing. The Project Director will lead this new effort. PACSAC is a project of the Oregon Sustainable Agriculture Land trust (www.osalt.org).