



Outreach & Food Security Coordinator Job Description

Job title	<i>Outreach & Food Security Coordinator (37.5 hours/week)</i>
Reports to	<i>Executive Director</i>

Job purpose

The Outreach & Food Security Coordinator is responsible for coordinating communications, community outreach and development, and for managing a diverse range of food security projects at Greenways Land Trust. In addition to this, they are responsible for working with the Greenways Board of Directors and with other staff to fulfill the organization's mission to restore, sustain and protect natural areas and critical habitats, particularly ecological and recreational greenways, for the benefit of the Campbell River community.

Duties and responsibilities

Projects:

Community Outreach (30%)

- Organize and publicize community outreach events, including Greenways' Interpretive Walk series, movie nights, attendance at community festivals and events, annual Broom Bash, TD Trees Days, etc.
- Review and renew as necessary the Laughing Willow Community Garden and Mountain View Community Garden Agreements and act as the main Greenways contact for these agreements
- Update website and social media; oversee monthly email newsletter; prepare event press releases for conventional media

Organizational Development (20%):

Marketing, Fundraising & Communications

- Review Greenways marketing plan annually and promote Greenways in the community
- Develop and manage an annual fundraising event or program
- Lead the development of the Greenways Annual Report

Organization Administration

- Contribute to the development of the Greenways annual workplan
- Write monthly board report, and attend Board of Directors meetings as requested
- Oversee regular organization administration
 - Submit BC Society Registration

- Organize Annual General Meeting
- Maintain insurance coverage and liaise with other service providers regarding office services
- Collect mail, oversee stationary orders, organize office cleaning schedule, etc.
- Support annual grant applications including BC Gaming, and Government of Canada Summer Jobs Program

Members, Volunteers and Donors

- Maintain the member database and ensure recognition of new and returning members
- Be the main point contact for all of Greenways' volunteer inquiries
- Manage updating the volunteer hours tracking spreadsheet
- Organize an annual volunteer appreciation event
- Create and build relationships with community organizations as opportunities allow to grow our volunteer base and raise public awareness of Greenways' activities in the community
- Acknowledge donors with a written thank you in a timely fashion.

Food Security (50%)

General (25%)

- Chair monthly Strathcona Food Network meetings
- Liaise with other project partners to support project development, ensure program consistency and comparability
- Manage project budgets
- Complete annual project reports

Fruit Tree Project (10%)

- Recruit, train and coordinate seasonal staff and volunteers to run Greenways' Fruit Tree Project, which gleans unwanted fruit from local backyards
- Liaise with homeowners re: fruit picks, ensuring that tree picking area is safe and fruit is in acceptable condition.
- Distribute fruit allocated and/or donated to social service agencies in Campbell River
- Organize fruit sales at the Campbell River Farmer's Market for program cost recovery

Nature and Nutrition for Seniors/Strathcona Good Food Box (15%)

- Lead this project to support isolated seniors to get involved with Greenways' food and nature programs
- Support project evaluators to gather data on program effectiveness – e.g. administer surveys and organize one-on-one interviews
- Coordinate and grow the Campbell River Good Food Box program
- Take orders and coordinate volunteers box-packing and pickup days in Campbell River
- Support Good Food Box Community Coordinators in five other communities and recruit/train as necessary
- Liaise with supplier regarding food orders for all communities

- Write grants to obtain further funding for box subsidies and required capital investments

Other projects (Time allocated to projects above):

- Support other Greenways staff, including students, in delivering their projects as required
- Carry out other duties as requested by the Executive Director

Team Development

Greenways is a small non-profit with a hardworking, close-knit staff team. We are all here because we believe strongly in the work that we do, and we know that we are more effective working together than working as individuals. In order to continue to cultivate an effective team, all employees are required to:

- Attend regular staff meetings; report on activities to other team members, and work together to problem solve individual or group difficulties
- Engage with other staff to develop positive, open, and effective team relationships
- Liaise with other team members to ensure project goals are achieved
- Participate in professional development activities as available to ensure continual development of job skills and job satisfaction

Qualifications

- Educational background or work experience in business, education, environmental studies, or community engagement, ideally in a non-profit organization
- Professional, resourceful, patient, friendly, detail-oriented, and highly self-motivated team player with excellent organizational and communication skills
- Previous experience in community engagement and working with volunteers is preferred
- Previous experience writing grant applications and reporting to funders is preferred
- Proven ability to develop and maintain effective cooperative relationships
- Some weekend and evening obligations (approximately 1-2 days/month)
- Valid BC Driver's Licence required. Access to own transportation is desirable.
- Valid Level 1 First Aid is desirable.
- Please note that as of October 2021, all new Greenways employees are required to be fully vaccinated for COVID-19 prior to starting employment.