



# JOB DESCRIPTION

Volunteer

|                        |   |
|------------------------|---|
| <b>Position Title:</b> | <b>Mac Farmstand Education and Advocacy Coordinator</b> |
| <b>Term of Office:</b> | May 1 to October <del>20</del> 31                       |
| <b>Supervisor:</b>     | Farmstand Director                                      |
| <b>Remuneration:</b>   | Volunteer   |
| <b>Hours of Work:</b>  | 8 hours per week (minimum)                              |

## General Scope of Duties

The Farmstand Education and Advocacy Coordinator will be responsible for gathering educational information and ~~curating-presenting~~ it in a way that is easily digestible for customers at the stand, CSR's, and volunteers. In addition, the Farmstand Education and Advocacy Coordinator is responsible for creating and implementing campaigns and workshops that seek to educate and raise awareness in the McMaster community about sustainable eating and local food.

## Major Duties and Responsibilities

| Category                       | Percent | Specifics  |
|--------------------------------|---------|--|
| Advocacy Function              | 55%     | <ul style="list-style-type: none"> <li>Develop and execute educational campaigns and findings that raise awareness of the benefits of sustainable eating and local food.</li> <li>Work closely with the Promotions Coordinator to plan and implement promotional campaigns and events, and to ensure events are promoted in a timely and effective manner that educate students about sustainable eating and local food</li> <li>Create and organize at least one educational campaign <del>per term</del> promoting local food, local farmers and sustainable eating.</li> <li>Contribute to the organization of the local food festival</li> </ul> |
| Financial & Budgeting Function | 5%      | <ul style="list-style-type: none"> <li>Work with the Farmstand director to ensure that campaign budgets align with the service budget</li> <li>Inform <del>Operations Coordinator</del> <b>Farmstand Director</b> of any and all potential expenses</li> <li>Retain financial information to receive reimbursement from the <del>Coordinator</del> <b>Director</b></li> <li><b>Seek external funding as needed</b></li> </ul>  |

**Comment [jb1]:** Do you mean once in the summer and once in Sept/Oct? I'd suggest changing to be "at least two campaigns during the Farmstand Season... as directed by the Farmstand Director" This sets reasonable expectations while allowing the Director flexibility on when campaigns are run.

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|-----------------------------------|-----|--|
| Supervisory-Educational Function  | 20% | <ul style="list-style-type: none"> <li>Organize and lead regularly scheduled educational meetings</li> <li><del>Aid</del> <u>Assist the Volunteer and Community Relations Coordinator in</u> with training volunteers and CSR's</li> </ul>   |
| Advertising & Promotions Function | 10% | <ul style="list-style-type: none"> <li>Promote advocacy through a social media presence</li> <li>Ensure that Farmstand presence and the mission of Farmstand is known throughout the year, even when the market does not run.</li> </ul>   |
| Other                             | 10% | <ul style="list-style-type: none"> <li><u>Be an active member of the Farmstand community</u></li> <li>Maintain strong communication with the Farmstand fellow executives</li> <li>Attend executive meetings as scheduled</li> <li>Support and attend Farmstand events</li> <li>Provide regular updates to the Farmstand Director</li> <li>Provide transition for the incoming Education and Advocacy Coordinator.</li> <li>Other duties as assigned by the Farmstand <del>d</del>Director</li> </ul> |

Comment [jb2]: Awkward – please rephrase

**Knowledge, Skills and Abilities**

- Strong time management and organizational skills
- ~~Detail focused, logistically minded~~
- Strong written and verbal communication skills
- Ability to work independently and manage others
- ~~Strong~~ Knowledge of or interest in sustainable eating and local foods is an asset
- Creativity
- Excellent written, interpersonal and oral communication skills

**Effort & Responsibility**

- Responsible for raising awareness of sustainable eating through events, campaigns and everyday stand operations
- Effort required to gain knowledge of and liaise with on- and off-campus resources related to sustainable eating
- Responsible for maintain an appropriate and positive image of the MSU

**Working Conditions**

- ~~Time demands may exceed stated hours of work~~
- This position involves working closely with the rest of the executive team in a positive, supportive, and productive environment
- Work is performed in a shared office space

**Training and Experience**

- ~~Participation in the annual MSU Management Trainings is mandatory (provided)~~
- ~~Previous experience in and/ or a passion for sustainable eating is an asset~~
- Completion of the Hamilton Food Handling Safety Course (provided)
- Previous experience with planning campaigns or events is an asset
- Necessary training will be provided

**Equipment**

- Computer in shared office.