



JOB DESCRIPTION

Position: Farmers Market and Communications Coordinator

Wage: \$18-\$20 per hour based on experience, paid bi-weekly

Environment: Outdoors, farm environment changing with the seasons, some remote work possible.

Schedule: Full-time, Tuesday-Saturday with potential to shift based on seasonal changes

Duration of employment: Year-round after three-month review

Benefits: 26 days PTO per year; Stipends for health, tech; Free plants and veggies; Paid professional development opportunities; Quarterly wellness days

To apply, please send an email with a cover letter and resume to info@kcfarmschool.org
Hiring immediately.

KC Farm School empowers individuals of all ages, ancestries, and abilities through on-farm, hands-on experiences connecting them to land and soil, food, community, and opportunity.

KC Farm School is a fourteen-acre urban education farm with one acre in diversified no-till vegetable production, an acre in native plants and perennials, honey bees, chickens, a young fruit orchard, a 6,000 square foot greenhouse that we share with other market growers, and eleven acres of raw, rolling land.

We host an on-farm Pay What You're Able farmers market and Community Supported Agriculture program, and distribute food regionally through membership in KC Food Hub and direct to restaurants in Kansas City. We offer educational programming for individuals of all ages and abilities including workshops, field trips, youth apprenticeships and summer camps. We are a Growing Growers host farm and welcome volunteers. KC Farm School is a 501(c)(3) not-for-profit established in 2018. We're located in Wyandotte County, Kansas.

Over 10,000 people participate in the mission annually and we are looking for engaged and excited team members to keep the mission growing!

Overall Position Description

The Farmers Market and Communications Coordinator leads community activation with the particular goal of growing our presence across the metro. The Farmers Market and Communications Coordinator works in partnership with staff, volunteers, community educators, and other farmers markets to create robust community engagement emphasizing education, inclusion, access, and fun, particularly focusing in Wyandotte County. The Farmers Market and Communications Coordinator is our lead for the Wyandotte County Farmers Market Coalition. The Farmers Market and Communications Coordinator supports expansion at Common Ground by getting the word out and bringing the community in.

KC Farm School at Gibbs Road is a 501(c)(3) nonprofit organization empowering individuals through on-farm, hands-on experiences and vocational education connecting them to the land and soil, food, themselves and their communities.

info@kcfarmschool.org 4223 Gibbs Road, KCKS, 66106 (913) 313-8456 www.kcfarmschool.org



Primary Duties

- Education and Communications: 75%
 - Coordinate our farmers market and attend Saturday markets as needed, while ensuring compliance with all permitting requirements. (May-November)
 - Create a robust experience for all visitors to the farmers market and plant sales by collaborating with farm and education teams, and interpreters
 - Coordinate all aspects of the farmers market experience including planning, promotion, logistics, staffing, vendor interface, community outreach and engagement, special events, entertainment, education, and data collection.
 - Lead promotion of our farmers market; participate in marketing and communications in the community.
 - Engage and invite the community to the farm by tabling events, attending lunch and learn opportunities and various events sponsored by our partners.
 - Support market vendors in business development, food safety rules and regulations, and provide educational opportunities for growth
 - Co-lead grant-funded projects including Wyandotte County Farmers Market Coalition meetings, resource and workshop creation, promotion and outreach
- Administrative: 15%
 - Ensure that the organization is up to date on all required licenses, permits, partnerships, etc. to maintain an on-site farmers market.
 - Manage economic model tracking related to market (PWYA, SNAP, DUFB, SFMNP, WIC, El Centro dollars, etc.) and train staff on best practices.
 - Attend staff meetings and 1:1's
 - Join long-term market planning based on data and community feedback and over time, grow the market to year-round, supporting many vendors and our farm.
 - Participate on the Events Committee and on the Marketing Team
 - Support data collection and grant outcome efforts
- Farm: 5%
 - Participate in on-farm work to maintain a working knowledge of current practices and seasonal rhythms
 - Lead visitors and volunteers
- Development: 5%
 - Support organization events including fundraisers, sales and special events

Preferred Qualifications and Traits

- Two years of experience in farmers market management, public relations, community development, education or similar
- Two years experience leading marketing and communications for a mid-size company
- Experiential knowledge of small-scale regenerative agriculture

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- Experience with marketing including Facebook, Instagram, and newsletters
- Experience with Google Suite and Salesforce
- Bilingual proficiency preferred but not required
- Wyandotte County residency preferred but not required

Core Organization Values

- We nurture and promote the mission and vision of KC Farm School
- We are welcoming and trustworthy
- We do things “with” individuals and not “for” them
- We are solutionary
- We follow the rules of safety and SOPs of the organization
- We work as a team and support each other

KC Farm School provides equal employment opportunities to all employees and applicants without regard to race, color, religion, sex, national origin, age, disability, or genetics. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.

Updated April 24, 2024

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