

ISLAND GROWN IN THE SAN JUANS COORDINATOR

Project name: Island Grown in the San Juans

Duration: March-December 2014

Project goals: To strengthen San Juan County's agricultural economy by expanding markets for local farms and farm products through promotion of Island Grown in the San Juans and coordination of county-wide agritourism food and farm events.

Programs:

Island Grown in the San Juans: Expand and build membership; promote the program locally and regionally; identify innovative opportunities for members; coordinate member events, promote members through newsletters, media, and events; update memberships; track budget.

The Great Island Grown Festival: Coordinate with farmers and businesses to identify signature events; collaborate with partner organizations for promotion; market the events regionally; coordinate implementation; track success.

Funding: Funding for this position comes from two sources: Northwest Agricultural Business Center (NABC) for expanding Island Grown membership and programs, and SJC Lodging Tax Advisory Committee (LTAC) grant for coordination and promotion of agritourism events.

Hours/month: Total of approximately 40 hrs/month with ~24 hrs/month for Island Grown membership activities; ~16 hrs/month for agritourism events promotion. Hours and schedule are flexible as long as consultant is meeting monthly benchmarks and deliverables.

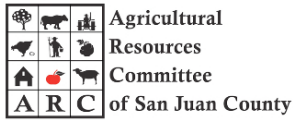
Rate: \$20/hr

Contractor: The ARC will oversee this position in collaboration with Northwest Agriculture Business Center (NABC).

Reports to: ARC Coordinator

Requirements:

- Knowledge of and commitment to strengthening SJC's agriculture and local food network;
- Familiarity with strategic use of social media, web, and other tools including Mail Chimp for promotion of Island Grown and agritourism events;
- Experience in developing and implementing a successful marketing plan;
- Experience in developing and implementing a successful public relations campaign;



- Excellent communication skills including compelling presentation skills appropriate for a group or individuals, and drafting of monthly newsletters and member profiles;
- Ability to develop and track a budget;
- Ability to work effectively as part of a team and independently;
- Knowledge of WordPress, Excel, Word and proficient on computers;
- Proven record of success.

Must have:

- Current drivers license and ability to conduct inter-island travel;
- Flexible schedule;
- A passion for our farms, their fresh and healthy agricultural products, and the importance of developing, strengthening, and promoting our local food system.

For more information on Island Grown in the San Juans, and The Great Island Grown Festival visit <http://islandgrowsj.com/>

Questions? Contact Peggy Bill, ARC Coordinator, at peg@sjcarc.org ; or David Bauermeister, ED of Northwest Agriculture Business Center (NABC) at david@agbizcenter.org