



## Community Food Initiatives Outreach Manager (2024)

**Job Title:** Outreach Manager

**Supervisor:** Executive Director

**Hours of Work:** Average of 20 hours/week (1,040 annual hours)

CFI trusts employees to manage their scheduled working hours and location in cooperation with their supervisor to accomplish their responsibilities and contribute toward CFI's mission.

**Employment Term:** Year Round (52 weeks per year) beginning August 1st, 2024

**Compensation:** \$17.50/hr ( \$18,200 /year) Part-time, hourly, nonexempt. This position is not benefits-eligible, but does have Paid Time Off for sick days, personal days, vacation, etc.

### **Job Description**

Community Food Initiatives is dedicated to fostering communities where everyone has access to healthy, local food. The Outreach Manager will work closely with staff and national service members to empower, support, and coordinate community volunteers and promote CFI programs and events. The role involves building individual and organizational relationships that strengthen the local food system. This job requires travel within CFI's service area and some non-traditional hours (evenings and weekends). This position requires the individual to be flexible in performing duties, not already listed, to support the mission of the organization.

### **Outreach at CFI Includes:**

- Volunteer recruitment, training, management, and retention
- Community awareness and visibility of CFI's programs, events, and mission
- Communications, including newsletter, website, social media, and program promotions
- Support for resource development and fundraising

### **Outreach Manager General Duties**

- Work in cooperation with the Executive Director and as part of the CFI Leadership Team to set goals and priorities for program attendance, volunteer engagement, and community support and actively monitor progress toward those goals.
- Cultivate relationships with partner organizations and other stakeholders to ensure quality programming. Respond to opportunities for new partnerships or projects as they arise and communicate updates and proposals to the CFI team for discussion.
- Collect and report data related to volunteers and communications and assist ED in compiling program data for organizational publications and reports (annual report, etc.).
- File all check requests, invoices, and other program administrative documents in a timely and accurate manner in accordance with CFI policies.
- Attend CFI staff meetings, staff trainings, and weekly meetings with supervisor and participate actively in CFI strategic planning.
- Engage in continuous learning and professional development, including conferences, online training, or workshops related to position goals.

**Volunteer Recruitment, Engagement, Management, Support, and Appreciation** - Run CFI volunteer program such that volunteers feel valued, have an educational and rewarding experience, and increase CFI's impact.

- Plan and implement outreach to recruit new volunteers.
- Work with staff to schedule and deliver effective orientation for all new volunteers and ensure all required paperwork is completed.
- Partner with program staff to organize, train, schedule, and oversee volunteers, interns, student placements, and volunteer groups and partner with program staff to ensure volunteers have adequate supervision and direction.
- Oversee volunteer placement and scheduling on the CFI calendar. Work with program staff to maintain adequate volunteer coverage for events and programs.
- Manage volunteer administration and communication systems, including GivePulse (OU) and Civic Champs & support integration with other CFI systems (i.e. Little Green Light).
- Provide logistical support & troubleshooting to volunteers before, during, & after events.
- Develop and implement volunteer appreciation activities.

**Community Awareness-Raising** - Nurture connections with a broad audience of organizations and individuals to grow and strengthen CFI's community network

- Develop and implement a communications strategy/calendar with the Executive Director.
- Represent CFI at various relevant conferences, meetings, and promotional/educational opportunities.
- Serve as primary contact to respond to or refer general inquiries to and interest in CFI.
- Facilitate and support CFI presence at outreach events and presentations based on outreach goals, including evaluating and responding to requests for tabling.
- Create and distribute outreach materials, newsletters, and announcements.
- Manage and update CFI's website, events calendar, and social media platforms.
- Oversee inventory and sales of CFI merchandise.

**Program and Event Marketing and Support** - Encourage community participation in and support of CFI's mission, programs and events

- Develop and distribute flyers, announcements, and registration forms/applications both print and electronic, for programs and events in partnership with program staff.
- Partner with ED on mailings, member meeting outreach, annual appeals, thank you notes and other supporter communications.
- Assist in planning and implementing CFI annual events (annual garden giveaways, member meeting, Gather in the Garden party, etc.) via raising community awareness, recruiting volunteer/intern coverage, and directly staffing events.
- Provide direct program support as needed, including occasional farmers market shifts.
- Assist in securing financial support for programs, including sponsorships, grants, earned income opportunities, and individual donations in cooperation with the Executive Director.

Desired Qualifications:

- Experience in volunteer management, community outreach, or a related field.
- Experience, education, and/or training in marketing and communications.
- Strong organizational and written and verbal communication skills.
- Ability to work independently and as part of a team.
- Commitment to CFI's mission and values.
- Ability to communicate and connect meaningfully and authentically with community members and partners.
- Experience with or willingness to learn social media, website management, volunteer management software.
- Ability to effectively utilize google suite, zoom, canva, excel.
- Flexibility to work non-traditional hours as needed.
- Valid driver's license and reliable transportation required, ability to be approved to drive CFI vehicles preferred.

We encourage all qualified individuals who are passionate about community engagement and local food systems to apply for this dynamic and impactful role. CFI is an equal opportunity employer and we encourage applications from those whose identities reflect the diversity of constituents we seek to serve, and whose identities are traditionally underrepresented.

Link to apply:

[https://docs.google.com/forms/d/e/1FAIpQLSez4Rs\\_zKRco1WRLgK33UBY5sPF6Rot-q-mgMU\\_KTG3JhimSQ/viewform?usp=sf\\_link](https://docs.google.com/forms/d/e/1FAIpQLSez4Rs_zKRco1WRLgK33UBY5sPF6Rot-q-mgMU_KTG3JhimSQ/viewform?usp=sf_link)