



Oregon Farmers' Markets Association

OFMA Program Director Job Description

SUMMARY

The Oregon Farmers Markets Association (OFMA) is an incorporated 501(c)(6) non-profit organization with the primary purposes of promoting, supporting and helping establish Oregon farmers markets; providing services and educational assistance to market members; providing economic bridges between rural and urban communities.

OFMA's vision is a vibrant statewide network of farmers markets connecting Oregon's farmers and consumers. Our mission is to support local agriculture and healthy communities by strengthening and promoting Oregon's farmers markets. We work to achieve this by strengthening our alliances, collaborations and strategic position as Oregon's farmers market advocate; building a strong organizational foundation; providing educational and networking opportunities for member markets; and by promoting farmers markets.

The OFMA Program Director is a new position and is essential to the growth and capacity building of the organization. The ideal candidate will have the capacity to support OFMA's vision by building and working towards a big picture strategy, while growing a connected and cohesive body of member markets through quality support and services. Together with the board of directors, the Program Director will create strategic goals for member relations, marketing, and organizational development (including fundraising, special programs, and stakeholder relations). The Program Director will work with the board to maintain focus on these goals and lead their completion.

RESPONSIBILITIES

Membership:

- Manage annual membership drive and work closely with the board to seek new members and retain current members. Develop lists of non-members arranged by region and enlist current members to contact those markets.
- Manage the creation of the annual market directory and interactive farmers market map.
- Provide technical assistance to current members, including answering e-mails, phone calls and referring members to available resources and other mentors/experts in specific areas. Ensure member concerns are acknowledged promptly and include board members when appropriate.
- Build and improve OFMA's relationships with member markets. Clearly communicate and promote OFMA member services. Research opportunities for new services to offer members.

Conference Planning:

- Manage planning and logistics for annual member dinner and OSU Small Farms Conference farmers market track. Organize activities and communications throughout the 2-day conference held in Corvallis. Be present and participate in the two full meeting days.
 - Manage and plan all aspects of membership dinner and sponsorships, including topic development and working with respective speakers and presenters.

- Act as the primary liaison with OSU for matters relating to the farmers market track at the Small Farms Conference (held annually in February).
- Assure appropriate equipment is available and working throughout the 2-day conference.
- Update and maintain website with current conference information.
- Update OFMA board and delegate tasks as necessary and organize volunteers.
- Prepare conference evaluation tools.
- Coordinate documentation and photography for the conference, and post all related information to website post-conference.

Outreach & Communications:

- Manage and write content for online communications including website, Facebook posts, newsletter, and regularly update website.
- Manage OFMA email by responding to and forwarding questions to the appropriate experts.
- Organize and manage annual publication of the farmers markets directory. Work with graphic designers and printers to ensure accurate information and layout. Work with ODA for distribution to the state visitor center and other outlets.
- Support board members in building community partnerships related to farmers markets.

Administrative Development & Board Relations:

- Provide a solid foundation for organizational growth by working closely with the board and members. Foster increased cohesion and a common strategic vision.
- Assist in identifying private and public resources for capacity building to sustain current services and implement new programs.
- Work with the Development and Finance Committee on program budgeting, finances and income strategies. This could include grant research and/or writing, fundraising, sponsorship outreach, and other efforts.
- Work with board of directors to ensure the timely submission of high quality grant reports.
- Supervise and direct the management of data tracking systems and the implementation of evaluations.
- Track national and state policy potentially affecting farmers markets and other farm-direct operators in Oregon.
- Work with the board of directors to research possibility of hiring VISTA/AmeriCorps members, help with hiring processes and supervise member.
- Other tasks may be assigned as necessary.

QUALIFICATIONS

- Committed to the OFMA's vision and mission.
- Visionary team leader who can positively and productively impact farmers markets in Oregon.
- Experience with grant writing and reporting, writing press releases and other public communications.
- Experience managing membership or other data management systems, such as Wild Apricot
- Basic computer skills plus knowledge of Wordpress, Mailchimp, and presentation software
- Experience with fundraising and donor relations.
- Experience working with diverse partners across a large geographic area.
- Superior time management and communications skills; ability to influence and engage partners and members.
- Experience with hiring process and supervision of employees/interns.
- Exceptional written, oral, interpersonal, and presentation skills and the ability to effectively interface with members, board of directors, and other partners.

- Ability to work independently.
- Some work might occur outside of business hours and some local travel to off-site venues for meetings and events (statewide) is required. Travel expenses are reimbursable at government per diem rate.
- Must have own laptop, printer and reliable transportation.

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HOURS/BENEFITS

- Compensation: \$25/hour
- Part-time: 20 hours per week
- Benefits: TBD
- Opportunity for impactful work with a growing organization

TO APPLY

Please submit the following material electronically (PDF preferred) to info@oregonfarmersmarkets.org (no phone calls, please)

- A one-page cover letter clearly outlining the specific skills and knowledge you bring to the job and why you are a good fit for this position
- A resume (limited to two pages) detailing relevant experience, work history, education and accomplishments
- Provide a one-page writing sample that represents your capacity to fill this position
- Three professional references

Position open until filled

OFMA is an Equal Opportunity Employer committed to ethnic and cultural diversity.