



**Farm & Food Education Center**  
**rural resources**



**Events and Marketing Manager**

**This is an Appalachia CARES AmeriCorps position serving the Rural Resources Farm & Food Education Center. This position will work closely with the Executive Director to organize local food events and education as well as coordinate marketing and consistent branding throughout programs and communications.**

- 1) Take a big picture view of marketing and promoting The Rural Resources Farm & Food Education Center, local farms, and local food. Find creative ways to connect with and involve the community in connecting with us through the media, events, and programs.
- 2) Design, create content for, and publish a wide range of promotional media including newsletters; fliers; t-shirts; e-mail campaigns; news releases to print, TV, and radio; as well as maintaining a web/social media presence.
- 3) Support media needs of Rural Resources programs at request of program coordinators. Maintain attractive, creative, but consistent branding across all media.
- 4) Support the Executive Director with research and strategizing related to grant-writing, fundraising campaigns, organizational and program direction, etc.
- 5) Provide direct service as an Appalachia CARES/AmeriCorps member, carrying out all Appalachia CARES/AmeriCorps responsibilities as outlined by the Appalachia CARES Program Director and working closely with the Rural Resources Executive Director.
- 6) Promote better living to Rural Resources program participants as it pertains to the production of home grown and locally produced food and collect surveys from participants mutually agreed upon with other AmeriCorps members and the Rural Resources team.

**Core characteristics we seek:**

- Hi level of organizational ability;
- Talent with visual art and graphic design;
- Good writing and editorial ability;
- Social media savvy;
- Passionate interest in local food as it applies to food security, nutrition, sustainability, social justice;
- Flexibility;
- The usual (a positive attitude, ability to work independently or as part of a team, etc.)

**Education and Experience Preferred:** Emphasis is placed on demonstrated organizational ability, a writing sample and graphic design portfolio.

**Compensation:** This is a 450hr AmeriCorps position April-July. Satisfactory performance will be extended to another AmeriCorps term. The AmeriCorps stipend is supplemented by Rural Resources.