



Job Announcement

Date	July 18, 2024
Position	Program Director
Program/Department	Local Food Share
Employment Status:	Full-time, Exempt
Reports To:	Executive Director
Compensation Range	\$60,000 - \$80,000 annually
Starting Salary	\$60,000 annually

Employment Benefits: Monthly healthcare reimbursement, 3% employer-match on Simple IRA retirement account, paid parental leave, and generous personal time off.

Applications Deadline: August 7, 2024

Application Process: Email cover letter and resume to Virginia Ortiz, Executive Director, at virginia@gofarm.org.

Founded in 2014, GoFarm envisions a local food system that is equitable, resilient, environmentally sustainable, and inclusive. *Our mission is to train and support local farmers, connect people with local agriculture, and increase equitable access to nutrient-rich food grown in Colorado.*

Position Summary:

The GoFarm Local Food Share (LFS) Program Director works to ensure a positive and educational experience for all GoFarm Local Food Share members and customers. The position is responsible for directing food distribution logistics and aesthetics, assisting with training, managing interns and volunteers, maintaining customer communication, and responding to customer needs. The LFS Program Director also conducts community outreach to increase local food share memberships and awareness about GoFarm and its programs.

Primary Responsibilities:

- **Programs and Services**
 - Serves as GoFarm's primary contact for the LFS program.
 - Prioritizes safety in all aspects of program operations and activities.
 - Directs and coordinates LFS distribution logistics during Spring, Summer and Fall seasons, including:

- Purchase and receipt of food from local producers in collaboration with the Value Chain Coordinator.
 - Training, scheduling, and managing program interns and volunteers.
 - Ordering and maintaining appropriate inventory of food distribution supplies.
 - Facilitating safe and engaging, weekly food distribution events and activities.
 - Works closely with GoFarm’s Value Chain Coordinator to determine share types and sizes.
 - Manages and maintains customer transactions utilizing GoFarm’s Local Food MarketPlace platform including customer registrations, customer service, payments, and reporting.
 - Ensures a safe, positive, and educational experience for LFS members, staff, interns, volunteers, and customers including but not limited to:
 - Ensuring an optimal experience with set-up, check-in process, pickup, etc.
 - Conducting and enhancing customer communications including weekly emails, newsletter contributions, updates, and announcements, and creating online/digital resources and “how-to” for shareholders.
 - Utilizing the GoFarm blog and other platforms to provide recipe ideas and other educational content throughout the season.
 - Responding to customer questions, complaints and/or concerns.
 - Conducting and analyzing annual surveys to gather customer and community feedback to implement improvements and/or adjustments.
 - Serves as the primary contact for all LFS program vendors and partners.
 - Serves as the primary point of contact for compost services and documentation of food waste.
- **Administration and Fundraising**
 - Works closely with GoFarm’s Executive Director to hire and onboard LFS program staff.
 - Hires, trains, and supervises LFS interns.
 - Supports and supervises the Value Chain Coordinator.
 - Prepares monthly sales reports including tax-related reports.
 - Works with Community Food Access Program Director to plan summer internship opportunities including:
 - Job description and job announcements.
 - Reviews applications and interviews candidates.

- Plans interactive and engaging workshops for interns in collaboration with Farmer Development and Support love.
 - Serves as the point person of for LFS assigned interns.
 - Works closely with GoFarm’s Executive Director to develop and manage the LFS annual program budget.
 - Works closely with GoFarm’s Executive Director and grant writer to identify and apply for grant opportunities.
 - Tracks and prepares grant related reports as needed.
 - Works with GoFarm team members to set organization goals and objectives.
 - Develops and directs implementation of LFS program strategic plan goals, objectives, and action steps.
 - Applies an equity lens to the ways that GoFarm strives to meet its mission.
 - Supports other GoFarm programs and fundraising effort.
- **Marketing and Community Engagement**
 - Works with key staff to prepare educational materials for LFS members and customers and to engage community members in the local food system.
 - Attends community events to promote and acquire new LFS customers.
 - Participates in partner meetings and advocates for local farmers and local food systems.

Skills and Qualifications:

- People of color are encouraged to apply. GoFarm is dedicated to racial equity, diversity, and inclusivity.
- Bilingual (Spanish language) and bicultural preferred.
- Bachelor’s degree in business, agriculture, or a related field or equivalent experience.
- Must possess at least two years of customer service experience. Recognizes the value of Local Food Share member retention and dedication to positive customer relations and community connections.
- Non-profit leadership experience is desired but not required.
- Commitment to working through an equity lens for social, economic, and racial justice.
- Proficient with Microsoft and Google Suite with a willingness to learn new software and online tools.
- Knowledge and experience with food handling and storage (either on farm, in grocery store, etc.)
- Ability to think creatively to solve urgent, last-minute challenges.
- Understanding of seasonality of Colorado grown food.

- Comfortable with ambiguity, flexible, willing to learn, and passionate about food equity and sustainable food systems.
- Self-directed, able to take initiative, and demonstrated attention to detail and program management.
- Ability to work collaboratively in a team environment and comfortable working with diverse groups of community stakeholders.
- Ability to manage multiple concurrent projects and prioritize appropriately.
- Creative problem-solver with a desire to continuously improve the GoFarm food buying process based on customer and community feedback and new opportunities.
- Strong leadership, diplomacy, interpersonal skills, and ability to show empathy.

Work Environment:

This position requires a mix of office and fieldwork. The GoFarm staff shares office space and promotes a fun and collaborative team culture. Applicants should be self-motivated and able to work independently but can expect significant support from the Executive Director and the rest of the GoFarm staff. Applicants will need their own reliable transportation, as well as a valid US Driver's License with a clean driving record. Applicants must be able to lift 50 pounds and stand for long periods of time.