



## **Job Description**

**313 Railroad Ave. Suite 201**

**Nevada City, CA 95959**

**530-265-2343**

**[www.sierraharvest.org](http://www.sierraharvest.org)**

**Title: Marketing & Events Coordinator (MEC)**  
**Reports to: Director of Development & Communications**  
**Job status: Full-time, permanent**  
**Location: 313 Railroad Ave. Suite 201, Nevada City, CA 95959**

### **About Sierra Harvest**

Sierra Harvest is a nonprofit dedicated to transforming lives & strengthening the community through fresh, local, seasonal food. We train dozens of farmers, improve access to fresh foods for our community and educate over 8000 school children. We envision a thriving local food economy and a network of financially viable farms providing good food for the community, where health and wellness are the norm and people of all ages are engaged in growing, harvesting, preparing, and sharing fresh food. We are creating a place where farmers thrive and residents of all ages have access to nutritious, whole food.

### **Summary:**

Reporting to the Director of Development and Communications, this position will collaborate on developing marketing strategies and produce events to increase engagement with target audiences and build brand awareness throughout the region. MEC will manage content creation and produce digital and print collateral to ensure relevant messaging and timely communication. This position will be responsible for planning, coordinating, producing, and evaluating program and donor events.

### **Specific duties include:**

- Work with staff to implement marketing strategies that feature program participant, partner, and supporter experiences.
- Create a media calendar for communications and manage content for all channels including digital, print, and social media.
- Assist with copywriting and editing for development proposals, grants, annual reports, digital content, and other supporting materials as needed.
- Design and produce marketing collateral such as flyers, invitations, posters, reports and video.
- Plan and produce mission-driven events, including monthly Good Food Tours, donor appreciation events, Seeding Our Future annual fundraiser, program training and tours, and community-building events.
- Work with staff to ensure all events are resourced appropriately, secure volunteers when needed, manage supplies and SH collateral, and facilitate debrief discussions.
- Utilize community-centric fundraising principles to maintain communications and build collaborative relationships with local venues, nonprofits, and regional media.

- Identify venues and maintain a digital library of viable spaces for events including farms, schools, and private homes when applicable to ensure a wide range of engaging opportunities for program participants and stakeholders.

**Essential Traits:**

- Knowledge and passion for marketing, communications, and events
- Creative thinker and problem solver who enjoys identifying new opportunities
- Excel at tracking and executing multiple tasks
- Enjoy planning and implementing all aspects of events
- Enjoy meeting new people and developing relationships
- Proficient at managing time and projects
- Enjoy building marketing strategies and finding new ways to engage audiences
- Strong attention to detail and passion for great design
- Work well with others and enjoys a collaborative team approach to problem-solving
- Strong self-starter and can work autonomously when necessary
- Strong alignment and commitment to Sierra Harvest’s mission

**Preferred Skills and Qualifications:**

- Excellent communication and interpersonal skills both verbal and written.
- Experience in marketing and/or communications, including digital and print media.
- Demonstrated event management experience, including planning, budgeting, marketing, and logistics.
- Experience in graphic design and proficiency using design software.
- Strong copywriting and editing skills.
- Experience building relationships with diverse partners and stakeholders, with the ability to collaborate on projects.
- Some experience with outreach and/or public relations.
- High computer proficiency, including WordPress, Constant Contact, file sharing and storage, Microsoft Office Suite, and Asana.
- An understanding of justice, equity, diversity, and inclusion in the food and farming sector, and a commitment to furthering these ideals.
- Fluency in Spanish is a plus to produce bi-lingual communications.

If you do not meet all the job skills or qualifications and think you would be a good fit for this position, please tell us more about yourself and why. To request a disability accommodation in the application process, please contact our recruiting team at [jobs@sierraharvest.org](mailto:jobs@sierraharvest.org) at least 48 hours in advance.

**PHYSICAL EXPECTATIONS**

- Able to work on a computer for up to 8 hours a day, including sitting or standing at a desk for extended periods, reading a computer screen, and manually operating a keyboard.
- Able to clearly communicate in various ways (in person, on phone, in writing).
- Able to navigate farmland and uneven surfaces for program activities and events.

- Able to occasionally lift objects weighing up to 30 pounds.

### **COMPENSATION**

Hourly range \$23-\$26 depending on experience, plus 10 days of paid vacation, 10 paid holidays, and paid sick time (all prorated based on %FTE). Additionally, employees receive a \$50 per paycheck contribution to HSA if they have one or a \$50 per paycheck wellness stipend if they do not have an HSA. We also offer paid professional development, a 401K retirement savings plan with employer match up to 1%, and self-care planning tools and support.

### **HOURS**

Position is 32-40 hours per week with the option for working remotely for part of the work week. Must be available to work occasional nights and weekends to support program and fund development staff.

**Applications accepted on a rolling basis, and interviews begin in early April. Ideal start date is May 1, 2023. To apply, please send cover letter, resume, and samples of publicity and editorial content you have created to [jobs@sierraharvest.org](mailto:jobs@sierraharvest.org).**

At Sierra Harvest, our founding was built on equity and we support and celebrate differences. Sierra Harvest is proud to provide an Equal Opportunity workplace. We are committed to incorporating Justice, Equity, Diversity and Inclusion throughout our work, including improving our efforts to hire, support and engage BIPOC, LGBTQIA+ people, and members of other historically marginalized groups.