

MIFarmLink Outreach Coordinator

POSITION:

The MIFarmLink Statewide Outreach Coordinator (OC) works closely with the MIFarmLink Specialist and the Advisory Committee (AC) to support the outreach needs for the statewide MIFarmLink program with a focus on farmer events. Additionally, the (OC) organizes a communication plan and facilitates the development of the statewide MIFarmLink program.

RELATIONSHIPS:

Reports to: MIFarmLink Specialist, AC
Supervises: N/A
Works with: All WCCD staff
External Stakeholders: Advisory Committee

ESSENTIAL FUNCTIONS:

An employee in this position may be called upon to do any or all the following essential functions. These examples do not include all the duties which the employee may be expected to perform. To perform this job successfully, an individual must be able to perform each essential function satisfactorily.

1. MIFarmLink Outreach, Program and Events (70%)

- Coordinate and travel across the state representing the MIFarmLink program. Engage in communication with farmers and partners.
- Speak at events representing MIFarmLink.
- Coordinate and plan travel arrangements. Secure hotel, conference fees, parking, and mileage in coordination with the Supervisor
- Develop additional marketing content for MIFarmLink, including ads, mailings, flyers, brochures, and website/online postings.
- Create social media content to gain a wider audience. Attain benchmark deliverables.
- Understand the MIFarmLink program & assist with connecting farmers to their match.
- Promote WCCD farmer programs and services and Conservation Districts at partner events.
- Connect directly with farmers in-person at events and at local markets.
- Create connections with realtors specialized in Agricultural sales. Develop hard copy material for all audiences.
- Participate in weekly meetings with the MIFarmLink Specialist and other applicable meetings as they arise.
- Coordinate with MIFarmLink Specialist to disseminate promotional and outreach content created by grant partners.
- Log all communication and assistance given and received via phone, email, etc.
- Create content and development of the monthly MIFarmLink newsletter.

- Suggest new communication tools and explore creative pathways to connect with farmers.

2. MIFarmLink Development (20%)

- Review the Strategic Plan, adapt as needed, and plan for meeting those Outreach goals.
- Publish farmer user profiles. Suggest edits. Access email for the website.
- Communicate with farmers and provide technical assistance.
- Use Google Analytics to gauge MIFarmLink website users.
- Look for opportunities for partnership development and foundation funding.
- Work with WCCD staff to promote and publicize the MIFarmLink program.
- Develop a system and metrics for tracking engagement and outcomes with input from the MIFarmLink Specialist.

3. Training (5%)

- Learn about the MIFarmLink program and other land access, land preservation programs.
- Attend webinars, field days, and other in-person trainings that provide overview/background information on the issues related to agriculture/land access.
- Learn and integrate software for project management and tracking (Toggl/Asana).

4. General WCCD (5%)

- Submit monthly report to Supervisor in coordination with the Work Plan.
- Attend WCCD staff meetings, including in-person and virtual.
- Assist with WCCD annual and long-term planning.
- Meet with Supervisor for quarterly check in and as needed.
- Complete an annual review with Supervisor.

QUALIFICATIONS AND ABILITIES:

The requirements listed below are representative of the knowledge, skills, abilities, and minimum qualifications necessary to perform the essential functions of the position. These requirements may be accommodated for otherwise qualified individuals requiring and requesting such accommodations.

- Outgoing, passionate person who enjoys travel across our great state of Michigan.
- Motivated, self-starter with ability to manage competing priorities and workload.
- Proficient written and verbal communication skills, including a willingness to engage in 1:1 conversation in-person and via phone as well as occasional group presentations.
- Excellent computer skills are required, especially MS Office Suite. Experience with any of the following programs is helpful: Zoom, Canva, Toggl, Asana, Drupal, and MailChimp.
- Ability to learn quickly, problem solve creatively, ask questions, and seek clarification.
- Comfortable working both independently, as well as cooperatively with District staff, other agencies, and partners.
- Ability to work in-person at the office to assist with answering calls and walk-ins from the public as well as capacity to work remotely (strong internet connection, quiet workspace, self-discipline, etc.).

- Excellent social media and marketing skills with a minimum of one year of required experience in event coordination, market coordinator or related experience.
- Preferred candidates have a personal interest in conservation and/or agriculture.
- Must maintain a valid driver's license and have a reliable vehicle.
- Must be able to pass a background security check.

PHYSICAL DEMANDS AND WORK ENVIRONMENT:

The physical demands and work environment characteristics described here are representative of those an employee encounters while performing the essential functions of the job. These requirements may be accommodated for otherwise qualified individuals requiring and requesting such accommodations.

1. While performing the duties of this job, the employee is regularly required to talk, hear, stand, walk; use hands; reach with arms; lift and/or move items of light to heavy weights (up to 40 pounds), including group or solo event/presentation setup and clean-up. The employee is occasionally required to stoop, kneel, crouch, or crawl.
2. Occasional fieldwork may be required, with potential exposure to heat, cold, inclement weather, stinging and biting insects, rash inducing plants, uneven terrain, moving mechanical parts and/or machinery, and loud noises.
3. Ability to work in-person at the office to assist with answering calls and walk-ins from the public as well as capacity to work remotely (strong internet connection, quiet workspace, self-discipline, etc.).

SALARY, BENEFITS, WORK HOURS, LOCATION:

This position will be based in Ann Arbor, Michigan. Work time will generally be split between the main WCCD office, remote (home) work, and travel. The Washtenaw County Conservation District office is located at the Washtenaw County Service Building at 705 N. Zeeb Rd, #201, Ann Arbor 48103.

This is a temporary, FLSA non-exempt, temporary, grant funded position through September 19, 2025, with potential for extension through the Michigan Association of Conservation Districts (MACD). Hourly pay rate range is \$20-25, commensurate with experience. As an employee of the Washtenaw County Conservation District benefits are described in the Employee Handbook.

Typical office hours will be Monday-Friday, 8:00am - 4:30pm. However, evening and weekend work will be necessary to meet farmers in-person, including at events, meetings, and conferences to share and network with the farming community.

ABOUT MIFARMLINK:

A pilot project begun in Ottawa County then moved to Washtenaw County Conservation District, now moving statewide. MIFarmLink's mission is to protect Michigan farmland and agricultural heritage by connecting farmers seeking land with farmland owners looking to sell, lease or create another type of tenure arrangement. Visit mifarmlink.org for more information.

ABOUT THE WCCD:

The Washtenaw County Conservation District (WCCD) is a local government agency and has played a significant role in assisting residents and landowners with access to trees, plants, and conservation tools in Washtenaw County since 1948. Our mission is to assist residents with the

conservation, management, and wise use of natural resources in Washtenaw County. To obtain further information about the Washtenaw County Conservation District visit our website at www.washtenawcd.org.

TO APPLY:

Please submit a cover letter, resume, and contact information for two professional references by email to MIFarmLink Specialist, Jill Dohner (jill.dohner@macd.org), by March 3rd, 2025. Please combine all application materials into one PDF file for review and state "Application - MIFarmLink Outreach Coordinator" in the email subject line. Contact us at the above email address with questions related to the position.

The Washtenaw County Conservation District does not discriminate in employment on the basis of race, color, religion, sex, national origin, political affiliation, sexual orientation, marital status, military service, disability, or other non-merit factor.