

**Job Title**: COORDINATOR - ORGANIC FARMING PROGRAM AT RODALE INSTITUTE

**SUMMARY:** The Veteran Farming Program Coordinator at Rodale Institute in Kutztown, PA is responsible for managing and marketing the aspects of two programs, the DelVal-Rodale Organic Farming Program and the Veteran Farmer Training Program (VFTP). This position will report directly to the Communications Director.

**DELVAL-RODALE PROJECT DESCRIPTION:** The Organic Farming Program is a collaborative effort between Rodale Institute and Delaware Valley University funded by the USDA to meet the growing demand for organic farm products by training and supporting the next generation of organic farmers, with an emphasis on military veterans. With a mix of practical, experiential on-farm training and classroom-based curriculum, the program aims to achieve the following three goals:

Goal 1: *To equip new farmers, including military veterans, with the knowledge, skills and practical experience to be successful in operating their own organic farm enterprises.*

Objective 1: Develop, deliver and refine practical organic farming experience.

Objective 2: Develop, deliver and refine organic agriculture classroom curriculum.

Objective 3: Support students in successful completion of an organic agriculture certificate program.

Goal 2: *To increase the number of successful organic farm enterprises in the mid-Atlantic region and beyond.*

Objective 1: Provide training and support in the business aspects of organic farming.

Objective 2: Introduce students to existing farmer-to-farmer networks.

Objective 3: Support farmers post-graduation through social and web-based media platforms.

Goal 3: *To support military veterans in their transition to the civilian workforce.*

Ob Goal 1: *To equip new farmers, including military veterans, with the knowledge, skills and practical experience to be successful in operating their own organic farm enterprises.*

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**VETERAN FARMER TRAINING PROGRAM (VFTP):** The VFTP is a new program at Rodale Institute that provides hands-on-training for military veterans that are interested in organic agriculture. This program provides training durations between two to four months. This program addresses the organic training needs of those veterans who do not wish to return to a college atmosphere and who want a direct learning experience on the farm. This program provides a weekly stipend and housing allowance for the veterans. This program requires marketing and grant writing/donations to ensure the program remains past 2018. The VFTP currently has funding through 2017.

**ESSENTIAL DUTIES AND RESPONSIBILITIES:**

* Coordinate all aspects of the Delaware Valley University/Rodale Organic Certification Program, which include: recruitment, marketing, and outreach to achieve the three project objectives and goals noted above.
* Serve as the liaison between Rodale and Delaware Valley University on the project, working to keep the staff, students and stakeholders informed and engaged.
* Coordinate classroom and on-farm curriculum and experiences with Delaware Valley University instructors and manage day-to-day program work at Rodale Institute. Plan and schedule field days and extracurricular farm experiences as needed to support both programs.
* In coordination with Delaware Valley University, develop recruitment strategies, develop marketing materials to promote program to military veterans, build and update contact lists and track enrollment in the Organic Certification Program.
* In coordination with communications team, develop recruitment strategies, and develop outreach materials to reach military veterans for the VFTP.
* Work with program participants in both programs to place them on their own organic farms after graduation from the program.
* Attend conferences/events as a representative of the Rodale Institute, with the goal of promoting the program and increasing enrollment.
* Identify and connect with veteran-affiliated organizations, local and regional farming organizations, and organic farms which will serve as partners to promote the program and increase enrollment.
* Work closely with Rodale Institute Media Relations staff to pitch feature news and web articles on the programs.
* Work with the Rodale Institute Director of Development and Grants Manager to seek additional funding to support the DelVal-Rodale and VFTP programs.
* Manage the VFTP and ensure budgets are maintained and maximum training provided to veterans with funds.

**QUALIFICATIONS:**

* Bachelor’s degree in Communications, Public Relations, Education or a related field preferred.
* Military service preferred, but not mandatory.
* Strong understanding of the organic farming industry.
* Excellent oral and written communication skills.
* Strategic thinker.
* Excellent project management skills.
* Experience within a training environment or college setting.

**TRAVEL:**

* Some travel is required.

Please send resume, cover letter, and salary requirements

to: elaine.macbeth@rodaleinstitute.org.