

171 Grove St.
Clifton, NJ 07015



975 - 869 - 4086
www.citygreenonline.org

Community Outreach Coordinator

About City Green

City Green, Inc. is a 501(c)3 non-profit organization dedicated to facilitating the establishment of urban farms and gardens in northern New Jersey's cities to create increased access to healthy, local food while cultivating education in food systems, nutrition and the environment. City Green offers practical, technical and financial support to community members of all ages to design, create and manage these urban green spaces. City Green promotes food justice and environmental equality through these greening efforts.

Position Summary

The Community Outreach Coordinator at City Green will maintain the organization's social media accounts, electronic communications, and support in-person community building and outreach. The Community Outreach Coordinator is positioned within the Department of Advocacy and Community Engagement. This department's main activities include community outreach, communications, social media, coalition building, content creation, graphic design, volunteer coordination, event planning and hosting events, advocacy, and fundraising. The ideal candidate has experience with both social media and traditional in-person outreach strategies, is familiar with communities in Paterson, Clifton, and/or Passaic, has a strong desire to work in support of local agriculture, fresh food access, community gardening, and/or outdoor education.

In coordination with the Director of Community Engagement and Advocacy, the Community Outreach Coordinator will

- Support the planning of, and conduct the implementation of a community-focused outreach strategy to increase awareness and participation in select City Green programs including the Paterson Veggie Mobile, the Greenest Place in Paterson Garden Contest, and the Dig In! Passaic County Community Garden program
- Serve as a lead organizer for the Paterson Community Garden Coalition
- Operate all aspects of the organization's social media communication plan including drafting copy, taking photos, maintaining the story, creating video, and tracking insights.
- Support wider communication goals including creating blog posts, publishing email newsletters, fundraising campaigns, designing documents, and website maintenance
- Represent the organization and maintain relationships with community members, partner organizations, government agencies, and other constituents through participation in community events, coalitions, and offering workshops and presentations

- Promote the organization and specific programs at community-hosted events, through flyering, and traditional in-person outreach methods

Responsibilities:

- Design and implement the Outreach Plans and timelines for select City Green programs to achieve desired outputs
- Partner with community organizations, neighborhood leaders, and local residents to share information about City Green's programs and serve as a resource for information about the programs and opportunities
- Deliver presentations and workshops to community organizations in Paterson, Clifton, and Passaic
- Plan agendas, contact members, manage website, and run meetings for the Paterson Community Garden Coalition
- Day to day management of all electronic communications, social media, e-blast, etc.
- Support the planning of the social media content calendar
- Create social media and web content such as writing copy, taking photos at programs, and making videos
- Support the organization's fundraising activities
- Drafting the monthly content calendar, and email newsletters
- Maintain up-to-date web pages for events and frequently accessed pages such as careers, volunteer, market schedule, events
- Publishing blog posts
- Website edits as needed
- Set up information tables at partner organizations and events
- Post flyers for event and program promotion throughout neighboring communities
- Attend community coalition and working group meetings
- Implement activities associated with department goals and objectives, and with funding requirements
- Update the program Project Plan annually

Other Responsibilities:

- Foster and maintain positive relationships with partners throughout programs
- Maintenance of records and files for contacts and program materials
- Participate in "All Hands On Deck" activities, where all City Green staff cooperate on a large project, event, educational program or volunteer day
- Support initiatives and programs throughout the organization as needed
- Be prepared to represent City Green in a variety of situations with partners, guests, funders, government officials, other stakeholders, and community members
- Adhere to City Green's principles
- Adhering to City Green's policies and practices around diversity, equity and inclusion
- Be prepared to support interdepartmental events activities
- Follow organizational policies and standards for safety and liability

Qualifications:

- Professional, volunteer, or personal experience with community outreach work, food access, and/or community food systems work
- Strong writing and graphic design skills
- Some experience in program/project coordination is preferred
- Demonstrated ability to build and maintain community relationships
- Experience working in diverse communities
- Ability to tailor training and communications to different audiences
- Strong project coordination and organization skills
- Ability to manage multiple tasks with attention to detail
- Outstanding public speaking and excellent interpersonal skills
- Experience in modeling cultural proficiency and demonstrated commitment to equity, inclusion and social justice

Hours and Compensation :

Salary: \$47,200 - \$51,200

Schedule This is an in-person position with some remote work possible. Saturday and evening availability is required.

To apply,

Visit www.citygreenonline.org/careers to apply

Fill out the online application and upload resume

Please contact us at 973-869-4086 or opportunities@city-green.org with any questions.

Applications will start being reviewed in January 2025 for a potential February/March start date.

City Green is a non-profit Youth Serving Organization. As such we require all employees to receive a recommendation of approval for employment from the New Jersey State Police through State and Federal Fingerprint-Based Criminal History Record Check. Once a candidate has been offered employment by City Green, we will provide instructions to obtain the required documentation.