

Service Opportunity Data Sheet

Mennonite Voluntary Service



Jubilee North – Rochester NY

Position Title: Communications and Event Planning Assistant

Organization/Agency Name: Northeast Organic Farming Association, New York, INC

249 Highland Ave.
Rochester, NY. 14620
585.271.1979
fax 585.271.7166
www.nofany.org

The Agency

NOFA NY, Inc is a statewide organization of consumers, gardeners, and farmers working together to create a sustainable regional food system which is ecologically sound and economically viable. Through demonstration and educational opportunities, we promote land stewardship, organic food production, and local marketing. NOFA NY brings consumers and farmers closer together to make high quality food available to all people.

The Job

The Communications & Event Planning Assistant will play an important role in helping coordinate media outreach & publicity around educational programming, communications to membership, outreach to general consumers, fundraising/development, and event logistics support. This is a diverse position, which includes press and member communications, marketing, fundraising development planning, some general office support, and support for our annual farming and gardening conference in Saratoga Springs, NY.

Communications supports the multiple educational and outreach programs at NOFA-NY. This program is important in making sure that the public hears about the organization's good work and educational opportunities. This work will include event-planning support for the educational programs and fundraising events—both in NYC and in upstate NY--as well as helping coordinate press for NOFA events, media follow-up, some volunteer coordination, and some entry-level PR program development.

Duties to Include (but not limited to):

Direct support to Education & Outreach Programs:

- Work with statewide and local media to develop solid relationships that result in articles about organic food & farming and NOFA programs.
- Provide communications support for the NOFA-NY education & outreach program.
- Support general organizational education outreach to public. Work with Education and Outreach Coordinator to support outreach efforts.
- Notify membership of educational events via the e-news, listserves, and website.

- Maintenance of NOFA Facebook and Twitter sites.
- Communications support for Annual Education Conference in Saratoga Springs.
- Sponsor and advertising recruitment for education programming, newsletters, and our annual food guide.

The Qualifications

- In final years of college or BA;
- Some background in communications or PR, farming, and ecology – or willingness to learn;
- Proficiency in computer use, including Microsoft Office applications (Word, Excel) and Internet/email use;
- Familiarity with social media tools;
- Excellent oral and written communication skills;
- Strong organizational and interpersonal skills; ability to multi-task and work independently;
- Valid driver's license and ability to drive a car. Occasional driving will be required.

For more details on the Rochester MVS unit, contact Roger Kurtz at 585-831-6724.

To apply for this or other MVS positions, go to <http://service.mennonitemission.net> and choose "Mennonite Voluntary Service."