



UConn

COLLEGE OF AGRICULTURE,
HEALTH AND NATURAL
RESOURCES

EXTENSION

POSITION ANNOUNCEMENT

(Accepting applications until January 31st, 2021)

Title: Communications Specialist

Department of Extension

Location: Tolland County Extension Center, 24 Hyde Avenue, Vernon

Commitment: 20 hours/week, up to 50% in-person

UConn Extension at the College of Agriculture, Health and Natural Resources is looking to hire a Communications Specialist to assist with its farm-to-school programming and activities. The position will be filled ASAP.

Program Overview: Since 2012, UConn Extension has worked to strengthen farm to school in the state. Our commitment grew naturally out of our role hosting FoodCorps Connecticut [2012-2016]. The [Put Local on Your Tray Program](#), launched in 2015, helps schools source, serve, and celebrate local food. We offer communication materials that feature 16 seasonal products and several resources to help school food directors connect with local farmers. We create posters, stickers, placemats, student activity books, recipes, as well as maintain a farmer directory. School districts sign up to participate in *Put Local on Your Tray*, committing to serving locally grown products on their school menu. With support from our team, Early Childhood providers use an online tool to get help offering local food on menus, starting a garden, and educating families about healthy eating and local food. Major program partners include the CT State Dept. of Education, CT Dept. of Agriculture, CT Dept. of Public Health, New England Dairy, and FoodCorps CT. UConn Extension also devotes significant staff time and support to the exciting work of the [CT Farm to School Collaborative](#). This position is a unique opportunity to expand one's professional network in food systems in CT.

Compensation - \$25/hour. Timesheets are submitted every two weeks. This is a temporary, project-based position without benefits. Contracts are set for 6 month intervals. Funding is currently in place for 8-12 months of work. This is a grant-funded position.

Supervision: The position would report to Jiff Martin who directs several public outreach and education programs in the field of sustainable food systems. The Communications specialist will work closely with Put Local on Your Tray Program Coordinator, Shannon Raider-Ginsburg.

Responsibilities:

1. 80% time = Communications for Put Local On Your Tray Program - Ensure consistent and reliable interaction with partners and stakeholders. This includes:
 - Ensure program materials and online platforms are consistent and clear
 - Improve organization of content on website, create and maintain new content
 - Take the lead in publishing a monthly program e-newsletter for stakeholders
 - Increase momentum and visibility for Tray program and our targeted locally grown products (16), Tray campaigns (4-6), Farm Directory and Farm to ECE activities
 - Develop and schedule regular posts to Facebook and Instagram accounts.
 - Develop and assist with new graphic content for new program materials
 - Gather new content (through partner social media accounts, photo sharing, or field visits to take photos/video) that helps boost visibility of program partners participating in Tray campaigns and/or using Tray materials
 - Develop communication regarding School Districts and their Farm to School efforts through photos, video, articles, storyboards
 - Develop communication regarding Early Childhood providers and their Farm to ECE efforts through photos, video, articles, storyboards
2. 20% time = Communication support to Farm to School Stakeholders
 - Participate in CT Farm to School Collaborative monthly meetings and events
 - Assist with CTFTSC digital communication needs (website, social media)

Required Qualifications:

- 2 + years demonstrated communications or marketing role with success in on-line, social media campaigns, communications and outreach to increase program impacts.
- 2 + years experience in sustainable food systems work including - education, sustainable agriculture, related work in a not-for-profit setting, public health, and/or social justice
- Experience in website creation and content management
- Skilled in producing event flyers, mailers, and outreach materials in a variety of styles
- Demonstrates commitment to racial equity through continuous development and modeling inclusive behaviors and proactively managing one's bias
- Demonstrates excellent interpersonal skills with the ability to listen, empathize, and collaborate in teams and work toward shared goals
- Experience working with groups with diverse backgrounds
- Ability to work effectively alone and part of a team
- Excellent competency with computer and communications technologies including Microsoft Office Suite, Google Drive, Canva, and major social media platforms
- Experience taking photography and video for communication needs
- Willing and able to commute to UConn Extension office in Vernon or across state for partner meetings

Preferred:

- Bilingual Spanish a plus
- Competency with Adobe Illustrator, Wix, Mailchimp, and Qualtrics
- Excellent photography skills and video editing skills
- Experience working in schools and/or with school food services, locally grown campaigns and local agricultural issues
- Good understanding of Farm to School initiatives and Farm to School landscape in Connecticut,
- Familiarity with function and role of education service providers, including CT State Department of Education and USDA Food and Nutrition Services

To Apply: Send a resume and cover letter to jiff.martin@uconn.edu by January 31st at 5:00 pm. In the subject line of your email, please use: APPLICANT FOR FARM-TO-SCHOOL COMMUNICATIONS SPECIALIST

Our team is more innovative and responsive when our staff represents a diversity of perspectives and life experiences. People of color, people with disabilities, veterans, and LGBTQ candidates are strongly encouraged to apply. UConn provides reasonable accommodations to employees as required by law. Applicants with disabilities may request reasonable accommodation at any point in the employment process. The University of Connecticut is an Affirmative Action/Equal Employment Opportunity employer. People of color, women, LGBTQ+, people with disabilities, and members of traditionally underrepresented populations are strongly encouraged to apply.