



Events Producer Job Description

Sierra Harvest

313 Railroad Ave, Suite 201

Nevada City, CA 95959

530-265-2343 www.sierraharvest.org

Title: Events Producer
Reports to: Farm Institute Director
Employee: Part-Time, Hourly
Location: Nevada City, CA

About Sierra Harvest

Sierra Harvest is a nonprofit dedicated to transforming lives and strengthening community through fresh, local, seasonal food. We train dozens of farmers, organize hundreds of community events, and educate over 9,500 school children. We envision a thriving local food economy and a network of financially viable farms providing good food for the community, where health and wellness is the norm and people of all ages are engaged in growing, harvesting, preparing, and sharing fresh food. We are creating a place where farmers thrive and residents of all ages have access to nutritious, whole food.

Summary:

The Events Producer is the overall event organizer for the Sustainable Food & Farm Conference, and our farmer events such as soup night, farm potlucks and farmer mixers.

Farm conference

The Sustainable Food & Farm Conference is designed to:

- stimulate and motivate members of our community to become active in our local food and farm movement
- educate through internationally recognized, dynamic speakers
- foster a sense of community within our local food and farming movement, and
- bring greater awareness and support to our local food and farming movement.

The Events Producer oversees all aspects of the conference, working with a team of staff and volunteers to produce a well-organized and impactful weekend of education and networking for conference participants. The conference producer will turn this event into a fundraiser to support Sierra Harvest's mission while educating regional farmers. This position manages all conference logistics, marketing and promotion (website, email, social media and print), registration, catering, the Food & Farm Expo, audio/visual needs, add-on classes, selling booths, securing sponsorships and evaluation. The Events Producer also works closely with a curriculum team which select keynote speakers and workshops.

Farmer Events

Lead organization of Sierra Harvest farmer events including soup night, farm potlucks, and farmer mixers. These events help community members connect with and buy from local farmers as well as cultivating collaboration between agricultural producers in Nevada County.

Specific duties are as follows:

Conference:

Manage conference project plan and lead conference planning team

Work with Engagement Manager to coordinate and execute all marketing and promotion, including email, social media, print materials and media coverage

Work with Operations team to coordinate registration

Execute the Food & Farm Expo, coordinating with Engagement Director and Co-Directors to secure sponsorships and expo participants.

Oversee applications and awards for farmer and student discounts and scholarships

Work with Engagement Manager to coordinate all volunteer needs, training and management

Coordinate with venue hosts for on-site logistics and audio/visual needs

Manage conference financials to meet budget

Measure results and hindsight process making continuous improvements

Farmer events:

Book venues, organize food and program, event outreach, event logistics, work with Engagement manager to fill volunteer slots and train volunteers.

Skills and Qualifications:

- Strong verbal communication skills, including writing, editing, and interpersonal skills
- Friendly, engaging presence
- Strong planning and organization skills and ability to meet deadlines
- Business sense and track record of creating profitable conference ventures
- Attention to detail and excellent follow through handling multiple priorities at one time
- Competent in computer programs such as Excel, Word, Dropbox, Constant Contact, MailChimp and Wordpress
- Independent problem solver and team player
- 5+ years organizing and producing events
- Must have a strong alignment with the mission of Sierra Harvest and familiarity with trends in organic and sustainable agriculture
- Familiarity with audio/visual equipment for presentations is not required but preferred
- Must be available for weekly meetings in Nevada City
- Existing relationships with local farmers a plus

Hours:

Conference: 15hrs/ week on average over the year, with a more concentrated workload October – February (increasing up to 40/hrs during the weeks preceding the conference). As a guideline, past staff have distributed their hours as follows:

~34hr/wk in Jan/Feb,

~9hr/wk in Mar

~2hr/wk in Apr/May/June

~4hr/wk in Jul

~8hr/wk in Sept

10hr/wk in Oct

19hr/wk in Nov

~14hr/wk in Dec.

Must work some nights/weekends when needed, be able to lift 50lbs and work at a computer regularly.

Farmer events: 5 hours a week averaged over the year with most of the work happening within the months preceding and following the events.

Compensation: \$25/hour

To apply, please send a resume, cover letter and writing sample to jobs@sierraharvest.org by January 3, 2020 at 5PM.