

Job Posting: Sustainable Events and Stakeholder Engagement Specialist

21 Acres Center for Local Food and Sustainable Living

Position opening: Sustainable Events and Stakeholder Engagement Specialist

21 Acres seeks an event management and outreach specialist with strong event planning, education and social media experience, to grow our community through the forum of special events. This person will work with the Administrative Manager and Director of Operations to continue development and implementation of mission-specific offerings, teaching sustainability through a demonstration of where and how we source and prepare clean food for events, manage waste streams, conserve and treat water, and share with the community and event attendees, ways to re-think energy use.

Sustainable Events and Stakeholder Engagement Specialist (SESES) Responsibilities:

- Coordinate and supervise event logistics for outside rentals (e.g. facility reservations, room design, catering, audio visual, staffing) ensuring education outcomes are achieved.
- Plan, coordinate and execute 21 Acres community events and stakeholder program events, ensuring educational outcomes are achieved.
- Coordinate and manage event communications with clients, stakeholders and staff.
- Write, edit and coordinate event/program marketing and messaging (in conjunction with other staff) to ensure a coordinated and educational customer experience (e.g. email announcements, website content, social media posts).
- Compile, track and analyze data (e.g. stakeholder trends, event inquiries and evaluations, event effectiveness in acquiring new prospects, market trends)
- Evaluate events and make recommendations for event changes/additions.
- Establish relationships, market, and coordinate events with stakeholders and other organizations who align with 21 Acres mission and objectives.
- Collaborate with kitchen to prepare seasonal menus and programs; establish cost structures.
- Collaborate with marketing and PR to create and promote events meeting the organizational objectives.

Ideal SESES candidate qualifications:

- 2 - 4 years event operations (planning and logistics with proficient knowledge of event management technology)
- 2- 4 years program marketing experience (digital media, strategic planning/outreach, customer experience)
- Experience as educator a plus.
- Sustainable Business & Marketing Certification a plus.
- Refined writing skills, sales experience, public speaking and ability to communicate effectively through email, in person and on the phone, is a must.
- Demonstrated ability to establish and steward relationships with superb attention to detail.
- Ability to manage several ongoing projects, prioritize associate tasks and meet deadlines.
- Ability to collect and analyze data/feedback and make changes/recommendations accordingly.
- Ability to think creatively in imagining new event activities/approaches/programs.
- Ability to turn an idea into an actionable plan and implement the plan.
- Must be able to take initiative, work independently and with a team, in a diverse environment of daily visitors, programs, events and occasional chaos, while maintaining professional integrity.
- Must have good computer application skills, and utilize social media platforms professionally.

- Knowledge, enthusiasm, and representation of the sustainability lifestyle and organization mission.

In order to be successful, the SESES is proactive, detail oriented, responsive; able to work independently as well as collaboratively, with good judgement and use of creative problem solving skills. The SESES ultimately keeps his/her focus on the big picture (sharing the passion we all have for a better way of life; caring for the earth and its people) while managing many small details. All of this, with the personal and mission commitment to sustainable living education, while maintaining a great attitude and sense of humor within an occasionally hectic environment.

Our benefits:

21 Acres offers full benefits, committed colleagues, and an opportunity to grow professionally.

- Competitive nonprofit salary commensurate with experience. This is a full-time position with somewhat flexible work hours (event dependent, but some regularly scheduled hours as well).
- A comprehensive benefits package, including medical, dental, vision insurance; 401K
- Generous paid time off with paid vacation, sick and holiday leave.

Salary: DOE

To apply:

Please Read Carefully; incomplete applications will not be considered.

Please submit a PDF copy of the application materials by end of day, January 16, 2017 to HR Manager, Deb Sternagel, Deb@21Acres.org

Application materials (all information in one document is required):

- Resume;
- Cover letter describing why your professional experience and knowledge of sustainability makes you the right fit for this position;
- One written sample imagining a new event at 21 Acres – visit us, look at our website to see what we are, and create an event to educate the community;
- Two sample social media posts promoting and/or following up on that event.