



PHILADELPHIA ORCHARD PROJECT

POP Education & Outreach Coordinator

The Philadelphia Orchard Project is a nonprofit that plants and supports community orchards in the city of Philadelphia. In partnership with communities, POP envisions urban ecosystems that create green spaces, connect neighbors, provide hands-on learning experiences, and grow fresh fruit for generations to come. Our core values are education/learning, justice, permanence, regeneration, and beauty, and we are deeply committed to working in partnership and learning from the communities that we serve.

The Education & Outreach Coordinator is a new position that will report directly to the Co-Executive Directors and work with other staff and board members. This salaried position will average **30 hours/week** and is split between hands-on orchard support and office-based research, writing, and communication. The Education & Outreach Coordinator will be involved in the following POP activities:

EDUCATION PROGRAM

- Lead efforts to develop educational video content (starting with POPCORE), including managing videographers, editors, educators, and other participants.
- Assist in organizing and publishing blog posts on orchard care and related topics in collaboration with other staff, interns, and volunteers.
- Collaborate with other staff in organizing and leading POPCORE and other workshops as needed.
- Track and analyze data relating to education programs.
- Assist in developing and updating POP educational materials including orchard care guides, plant info sheets, etc
- Assist in drafting of grant applications and reports as relates to education programs.
- Help oversee an Education & Outreach Intern to assist with program goals.

OUTREACH & COMMUNICATIONS

- Assist in organizing annual Orchard Celebration and other outreach/fundraising events.
- Assist with volunteer management and administration tasks including posting events, volunteer communications, and updating email lists.
- Contribute to writing and collection of content for bi-annual e-newsletter, including updates on the education program, harvest program, and orchard metrics.
- Develop strategies to reach POP's diverse constituencies to connect them with learning and volunteer opportunities

- Collaborate with other staff on content for social media pages

ORCHARD SUPPORT

- Assist with design, planting, training and support of community orchard partners as needed.
- Serve as the lead staff liaison or co-liaison for the following POP orchard sites (primarily located in West Philadelphia): Lea ES, Greenfield ES, Penn Alexander ES, Philadelphia Montessori CS, Tilden MS, Richard Allen PCS, Sayre HS, Bartrams HS, South Philadelphia HS, and Overbrook School for the Blind. Specific sites may change based on employee location and other factors.
- Involve and train POP volunteers as site specific Lead Orchard Volunteers where possible.

KNOWLEDGE, SKILLS, AND ABILITIES

- Knowledge of Microsoft Office programs and Google Suite
- Ability to lift 40 lbs and work outdoors in a variety of weather conditions
- Ability to work a non-standard/ flexible schedule including some evenings and weekends
- Ability to work independently and collaboratively in an office or remote work setting
- Ability to communicate effectively both orally and in writing
- Ability to connect and communicate with people of all backgrounds in a variety of neighborhoods and communities
- Knowledge of the city of Philadelphia and its neighborhoods preferred

QUALIFICATIONS

- High School diploma or equivalent; Bachelor's degree is preferred
- Ability to travel throughout the city (bike, walk, SEPTA, car, etc.)
- 1-2 years experience in community outreach or work in socially and economically diverse communities
- Experience with video production and editing
- Experience with formal and informal communication and writing
- Experience in urban agriculture, horticulture, ecology, or teaching/mentorship a plus
- Experience with managing professional social media accounts a plus
- Background check required after a conditional job offer is made

SALARY & BENEFITS

- This position is salaried and paid monthly, with a range of \$18-20/hr depending on experience (equivalent to ~\$28,000-31,200 annually). Some evenings and weekends may be required.
- Paid Time Off starts at 10 days/year and paid holidays range from 13-17 days per year.
- Up to one half-day per month of paid Volunteer Time Off.
- Transportation/mileage reimbursement.
- Following an introductory period, eligible for health care benefits and up to 3% matching retirement contributions.

We are committed to building a team that reflects the diversity of Philadelphia. We encourage applications from individuals who identify with one or more of the following groups: people of color; individuals with disabilities; LGBTQ+; first-generation college students; those from families that have qualified for federal financial assistance; other historically underrepresented or marginalized groups. POP does not discriminate based on ethnicity, race, gender, sexual orientation, or any other protected class, and encourages all qualified individuals to apply.

To apply: Please send a letter of interest and resume to Co-Executive Director Kim Jordan (kim@phillyorchards.org). We will request three references by early January from those selected for an interview. The anticipated start date for this position is February 1, 2020.

Please, no phone calls or mailed applications. **Deadline for application is Sunday, January 3rd 2021.** Applications submitted after this date will not be considered.