



BFBL-GLV Community Fellowship Position

<https://www.buylocalglv.org/> | <https://nurturenaturecenter.org/>

Title: Local Foods Marketing & Outreach Assistant

Type: Part-time, paid fellowship

***Location:** Hybrid (*virtual & at Nurture Nature Center on Northampton St.- 20 min walk and 5 min drive from Farinon Student Center*)

***Schedule:** to be worked out between fellow and BFBL Coordinator

Job Description: Assist the Buy Fresh Buy Local Coordinator, Madeline Squarcia, in promoting the local food economy through marketing, outreach, and educational efforts. Individuals should be skilled at working individually and enjoy engaging with the community. An interest in and basic understanding of the local food/agricultural system is essential.

**TBD between the selected fellow and BFBL coordinator*

Expected Tasks:

- Assist with social media content development and marketing to support BFBL partners and the local food economy through Instagram, Facebook, and other platforms. Also, possible opportunities for website development and updating through WordPress.
- Support education and outreach efforts through research, surveying, and community outreach (ex: tabling at Easton Farmers' Market and other markets/festivals)
- Provide insight and creative ideas to engage younger demographics in the local food economy

Preferred Skills:

- Experience using Canva and Google Drive/Microsoft Suite. WordPress experience is a plus
- Experience developing interesting and meaningful social media content (mainly for Facebook and Instagram)
- Demonstrated leadership, creativity, and interpersonal skills
- Experience actively volunteering in the local community

Fellowship Takeaways:

- A greater appreciation and understanding of the local foods system (the elaborate and vital network between farmers, local food vendors, and consumers)
- Ability to engage with community members in a meaningful way
- Advancement of social media, WordPress, marketing, and outreach skills
- Demonstration of the ability to meaningfully educate, engage with, and support a diverse community
- Gain support and insight from a network of professionals in the environmental, nonprofit, and agricultural sectors