

Farm Aid Job Posting:
Farmer Services Network Manager



Date: Fall 2020

Job Classification / Employment Category: Exempt / Full-time employee of Farm Aid

Position Location: Cambridge, MA, with possible remote work during pandemic

Overview and Organizational Summary

Farm Aid is a national, not for profit organization that works year-round to promote a vibrant, just and resilient family farm-centered system of agriculture in America. With music as our inspiration and farmers as our heroes, we envision a transformed America in which family farmers and citizens are active partners in a thriving food system that ensures farmers a fair living, justly nourishes people and communities, protects and sustains natural resources, and secures a prosperous future for all.

Artists and Board members Willie Nelson, Neil Young and John Mellencamp organized the first Farm Aid concert in 1985 to raise awareness about the loss of family farms and to raise funds to keep farm families on the land. Dave Matthews joined the Farm Aid Board of Directors in 2001. Our annual music festival celebrates farmers, eaters and music coming together for change. Since 1985, Farm Aid has raised over \$60 million to support programs that help farmers thrive, expand the reach of the Good Food Movement, take action to change the dominant system of industrial agriculture, and promote food from family farms.

Through direct service, grant making, community building, communications, and offering opportunities to engage meaningfully, Farm Aid works to:

- **Amplify** the voice of family farmers to bring attention to the challenges they face and the benefits they bring
- **Connect** farmers to resources and opportunity, connect farmers to eaters, and in general connect people so that they may cultivate community and power
- **Celebrate** family farmers, good food and the culture of agriculture, in which we all can participate
- **Empower** farmers and eaters to participate in a democratic, just and sustainable farm and food system
- **Invest** talent, time and money in efforts that effect positive change in the farm and food system

Farm Aid is seeking a Farmer Services Network Manager to support its mission and goals to help farmers thrive by advancing the capacity and coordination of farm advocates and farm service providers nationwide.

Farm Aid recognizes that people gain skills through a variety of professional, personal, educational, and volunteer experiences. We encourage candidates to review the key responsibilities and qualifications below. If you believe you have not only the transferable skills necessary to fulfill the responsibilities of this role, but also a unique and valuable perspective to offer, we encourage you to apply.

Job Summary and Purpose

The Farmer Services Network Manager supports Farm Aid's mission and goals to help farmers thrive by advancing the capacity and coordination of farm advocates and farm service providers nationwide. The Farmer Services Network Manager (Network Manager) drives Farm Aid's service provider programming, including Farm Aid's Farmer Resource Network, and its engagement with the Farm and Ranch Stress Assistance Network (FRSAN). The Network Manager coordinates a farm advocate network (www.farmaid.org/advocates), a national network devoted to training, supporting and recruiting a new generation of farm advocates, and Farm Aid's natural disaster response and relief efforts. The Network Manager also serves as a member of the Hotline Team, working one-on-one by phone and email with farmers to address their unique resource needs through quality referrals and emotional support. This position offers a key perspective in Farm Aid's assessment of the needs of farmers nationwide and the availability of services to meet those needs. Key areas of responsibility are to:

- Develop and manage Farm Aid's service provider programming, serving as a key liaison to Farm Aid's core partners and informing Farm Aid's strategy related to these programs.
- Manage Farm Aid's natural disaster response and relief efforts.
- Serve as one of Farm Aid's direct service providers to individual farmers through Farm Aid's hotline and email service.

Participate in ongoing Farm Aid activities, planning and implementation, including the annual grant program and festival functions.

Essential Duties and Responsibilities:

Network Strategy & Development (estimated to comprise 60% of effort)

1. Facilitate and coordinate Farm Aid's engagement in the Farm and Ranch Stress Assistance Network, including for regional and national efforts.
 - a. Lead Farm Aid's involvement in the FRSAN-Northeast (NE-FRSAN) project by participating in the Northeast region Advisory Team, leading, coordinating, and participating in FRSAN-Northeast working groups and cohorts as appropriate; recruiting and engaging network members to inform network design and training program. Coordinate with the Hotline Manager in the development of the community platform (utilizing? Salesforce); steward the community platform to achieve its goals, including member recruitment, engagement, and platform management.
 - b. Coordinate with the Western Regional Agricultural Stress Assistance Program (WRASAP) to expand farmer service programming specific to the Western region, including for Indigenous farmers and ranchers. Coordinate with Hotline Manager to ensure

- representation in the [Farmer Resource Network \(FRN\)](#), and the national farm advocate network (www.farmaid.org/advocates).
- c. Liaise with partners and coordinate other FRSAN efforts to expand and improve resources available to farmers and ranchers and their availability in the FRN.
 2. Guide the development of Farm Aid's farm advocate programming, including determining short- and long-term goal-setting with Farm Aid staff and key partners; recruiting organizational partners and new advocates, engaging partner organizations and facilitating collaboration between them; and developing an advocate training program in coordination with key partners and efforts around FRSAN.
 3. Coordinate and implement national and regional gatherings and trainings, including for Farm Aid's advocate network and the FRSAN.
 4. Document and share service network development to track program evaluation and impact assessment, and to further refine program design and/or support fundraising efforts in coordination with Farm Aid staff.
 5. Coordinate with the Hotline Manager to translate hotline trends and experience to the broader community of farm service providers and work that expands the availability of resources for farmers and ranchers across the country.
 6. Translate emerging resources for farmers into relevant content, including Farmer Resource Guides, and collaborate with communications and marketing staff to ensure timely farmer resource content is made available through FA communication channels.
 7. Coordinate with farmer organizations, FRSAN and farm advocates to continuously improve and promote the resources featured in the FRN.

Natural Disaster Response (estimated to comprise 20% of effort)

1. Monitor natural disasters nationally and their impact on family farmers.
2. Monitor, assist and engage in on-the-ground farm/relief efforts as appropriate. Work with partner organizations to coordinate relief intervention and share disaster recovery resources with affected farmers.
3. Recommend activation of Family Farm Disaster Fund; coordinate with Farm Aid grantmaking, finance, communications and fundraising efforts and reporting for effective organizational outcomes and impact.

Hotline Operation (estimated to comprise 10% of effort)

1. Assist with operation of the 1-800-FARM-AID hotline and farmhelp@farmaid.org email service, providing farmers with relevant information and referrals, advice and emotional support, ensuring response to inquiries within 48 hours of initial outreach.
2. When providing hotline coverage, ensure effective recordkeeping and timely tracking of inquiries and contacts. Recommend the issuing of emergency grants to hotline contacts in crisis, ensuring adherence to grant program guidelines and operations/accounting record keeping.

3. Monitor literature and listservs for emerging resources for farmers, with a focus on beginning and socially disadvantaged farmers, crisis and disaster assistance, financial counseling, legal support and mental health offerings. Translate into quality referrals and online content.

General and Festival (estimated to comprise 10% of effort)

1. Engage in planning and implementation of annual festival programming and event functions in general, with emphasis on farmer engagement where applicable.
2. Represent Farm Aid at farm conferences, meetings, trainings and with media as needed, in order to connect with partners and drive programmatic goals forward.
3. Participate in staff review process of annual grant program as needed.
4. Participate in staff meetings, reviews, planning retreats and other related activities in support of organizational goals.
5. Other duties as assigned.

Required Qualifications:

- A minimum of five years' specific experience in the food and agriculture sector or the social services sector, with demonstrated aptitude in program development and implementation, including monitoring and evaluation.
- Demonstrated experience and skills with effective network engagement or community organizing.
- Familiarity with issues faced by farmers, ranchers, farm workers and rural communities. Knowledge of services, programs and service providers available for farmers, including federal farm loan programs, federal disaster programs, legal resources and culturally appropriate mental health practices.
- Excellent interpersonal and communications skills. Demonstrated ability to maintain effective working relationships with people from diverse backgrounds, practice sound judgment in maintaining professional boundaries and confidential information, and practice strong active listening and compassion.
- Team player, with initiative and ability to work both independently and with others.
- English fluency with speaking, reading and writing required. Multilingual a plus.
- Experience and demonstrated proficiency with data documentation and tracking; technical proficiency with Microsoft Office (Word and Excel); technical proficiency with CRM/database management systems (Salesforce preferred), and/or interest and aptitude to learn demonstrated by experience and transferable skills.
- Willingness and flexibility for periodic national travel as needed (less than 5% anticipated).
- A sense of humor, integrity, flexibility and an optimistic outlook.

Preferred Qualifications:

- Experience in farm advocacy for farmers and rural communities, including agricultural mediation, and working directly with individuals in need of technical assistance and mental health support.
- Knowledge of services and resources focused on socially disadvantaged farmers, specifically BIPOC farmers and ranchers.
- Proficiency in Spanish or other languages.

Ongoing Learning includes:

- Continued education around landscape of service providers and resources across the country, with a focus on beginning and socially disadvantaged farmers (specifically BIPOC farmers and ranchers), crisis and disaster assistance, financial resources, legal support and mental health offerings.
- Professional development to increase awareness of and skill set around farmer services resources, community organizing, use of appropriate technologies, and hotline operation.
- Mental health and crisis training, agricultural mediation training, and/or other trainings that are critical to effective farm advocacy, such as farm financial counseling and legal supports.
- QPR/Mental Health First Aid certification (initial and renewal certification fees will be covered as needed)

Work Environment:

This position is based out of Farm Aid's office in Cambridge, MA. During the Covid-19 pandemic, work from home arrangements will be made, but this is not a long-term remote opportunity. The Farmer Services Network Manager interacts regularly with the farmer services team to integrate programs, and ensure the development and expansion of resources available to serve farmers. Position also assists with coordination of grants to individual farmers and farm service providers. The job necessitates regular engagement with people under stress and/or dealing with dire circumstances and can be unpredictable depending on the volume of hotline calls, natural disasters, and other challenges facing farmers and farm service groups. The Farmer Services Network Manager is expected to be able to shift between intensive listening and referral work, data entry and management, and organizational engagement.

In line with Farm Aid's collaborative culture, this position is expected to bring ideas to other members of Farm Aid staff for discussion and approval. The position interacts regularly with other staff members to integrate and coordinate program goals and objectives. Position demands ability to work well under pressure, handle multiple tasks at once and adapt to changing situations on a daily basis. Periodic national travel and periodic extended hours are to be expected.

Pay & Benefits:

Starting salary range for this position is \$50,000 - \$56,000.

Benefits include 100% health insurance premium coverage, four weeks of paid vacation, paid sick time, option to participate in company IRA, FSA and Employee Assistance plans, longevity bonus program rewarding each year of service, as well as an exciting work environment with smart, passionate people seeking to make change in our food and farm system.

How To Apply:

If you possess many of Farm Aid's required and desired characteristics and qualifications and are excited about this opportunity, we'd love to hear from you!

- Submit your complete application to hire@farmaid.org with "Network Manager" in the subject line. Please include in the email your personal pronouns for how you like to be addressed and attach the enclosures listed below. Note that incomplete applications may not be reviewed. Enclosures include:
 - a **cover letter** indicating where you learned of this opportunity and highlighting your experience and skills relevant to the position and listed qualifications
 - a **current resume**, and
 - a **writing sample or example of relevant work**.
- We will accept and consider applications as they are received and on a rolling basis, and seek to complete the hiring process as soon as possible, and before the end of 2020.
- Farm Aid will confirm receipt of your application, and will reach out directly *only* if you are being considered a candidate for the position.
- No calls please.

Farm Aid is an equal opportunity employer and as such, we do not discriminate against any team member or candidate because of race, creed, color, religion, gender, sexual orientation, gender identity/expression, national origin, disability, age, genetic information, veteran status, marital status, pregnancy, or any other basis protected by law. We encourage all to apply because we believe a diversity of voices leads to better discussions, decisions, and outcomes for everyone.

For more information about Farm Aid, please visit www.farmaid.org