



**CONSERVATION WORKS VACANCY ANNOUNCEMENT  
BUSINESS EDUCATOR: AGRICULTURAL BUSINESS DEVELOPMENT**

**Status: Half-Time Position, 20 hours/week @ \$25/hour  
Supervisor: Oona Heacock, Executive Director**

**POSITION DESCRIPTION:** This position is to manage and implement a 20-month project for Conservation Works, a local non-profit organization, titled “Outreach Program for Small Socially Disadvantaged Farmers and Ranchers.” The project is to provide education and training to support underserved and small farmers and ranchers including women, BIPOC farmers, and other socially disadvantaged farmers in Marin, Sonoma, Mendocino and Lake Counties. The project is to deploy workshops and other sessions to provide education, training and mentorship to help farmers and ranchers achieve sustainable and profitable farming and ranching businesses including urban farms.

Sessions will include training in whole-farm and business planning, including both conventional and alternative agriculture enterprises and practices for the purpose of increasing profits, and will: encourage and train families to use computers, risk management techniques and practices that enhance their income; train in financial management and bookkeeping; address part-time farming; educate on value-added products or activities, community supported agriculture, online agricultural product sales, niche marketing techniques and specialty market opportunities

The Business Educator will work closely with the Executive Director and will be responsible for implementing the project scope of work in accordance with the approved budget, including but not limited to:

- Utilizing local leaders and existing outreach platforms in the specific disadvantaged communities to facilitate outreach into the community
- Collaborating with others working in the underserved and agricultural communities
- Ensuring messaging is interesting, useful, and remembered to engender participation
- Deploying workshops and farm tutorial days, online and in-person trainings, and individual participant consultation sessions
- Pairing of a participant with a farmer-mentor and/or business-mentor
- Ensuring education on the four California Climate Smart Agriculture programs providing resources to reduce greenhouse gas emissions and store carbon in soils and trees
- Ensuring learning opportunities with local food transportation hubs; networking on participant behalf and referrals to other service providers; and facilitating interactions between small, limited resource and underserved and small farmers with local, state and federal agencies.
- Ensuring bilingual access to materials and information
- Tracking and reporting progress in program implementation

The Program Manager will collaborate with partners for community engagement including Hispanic Chamber of Commerce of Sonoma County (HCCSC), Hispanic Chamber of Commerce of Marin, Gold Ridge Resource Conservation District, Sonoma Resource Conservation District, Mendocino County Resource Conservation District, Lake County Resource Conservation District,

Marin Resource Conservation District, La Voz de Esperanza Centro Latino (Lake County), Los Cien (Sonoma County), Agents of Change Training in our Neighborhoods (Sonoma County), West Business Center, Jughandle Creek Farm and Nature Center (Mendocino County), UC Cooperative Extension, Shone Farms, and similar groups.

**Desired Background, Knowledge, Skills and Abilities:**

- Required to communicate effectively, both orally and in written form.
- Has experience with agriculture, community education, and outreach
- Has a background in business planning, marketing, and similar business administration
- Basic computer skills required, and experience in standard word processing, spreadsheet, and presentation applications desired.
- Ability to use or be trained in use of ZOOM, ASANA or similar programs for team communication and organizing, tracking and managing projects.
- Spanish/English bi-lingual ability desirable
- Experience with social media outreach desirable

Pay range: \$25/hour with earned paid vacation. Limited term position.

Schedule: Flexible, minimum 20 hours/week.

**ABOUT CONSERVATION WORKS**

**Mission:** We are a 501(c)3 non-profit organization, and our mission is to protect natural resources and promote sustainable forestry and agriculture in Marin, Sonoma, Mendocino, and Lake Counties.

**Our Vision:** We wish to serve our communities as a regional environmental and agricultural organization that works with partners to protect the environment and foster economic growth with sound land stewardship practices, working in the areas of forestry, natural resources, and sustainable agriculture in the North Coast.

**More Information:** [www.conservationworks.org](http://www.conservationworks.org) and [www.cultivatingcommerce.org](http://www.cultivatingcommerce.org)

**To Apply:** Please send a resume and cover letter stating your interest in the position to [oona@conservationworksnc.org](mailto:oona@conservationworksnc.org)

It is Conservation Works policy that all persons are entitled to equal employment opportunities regardless of race, color, religion, gender, marital status, or sexual orientation. We strongly encourage those from diverse backgrounds and from historically underserved communities to apply. Multicultural candidates encouraged to apply.

Updated: 7/21/2021