

## **Appalachian Sustainable Agriculture Project (ASAP)**

### **Job Description**

**Position:** Outreach and Engagement Coordinator

**Supervisor:** Caleb Thomason, Community Programs Manager

**Classification:** Full Time, non-exempt

**Purpose:** The Outreach and Engagement Coordinator will work collaboratively to engage diverse audiences with positive local food and farm experiences; create content that promotes local food, farm stories, and education; and provide operational support for ASAP's community programs, including the Farm Fresh Produce Prescription program and Double SNAP for Fruits and Vegetables.

This position is regularly scheduled for Monday through Friday, 9am to 5pm. Occasional weekend and/or after hours work is required. ASAP offers a hybrid work schedule of three days in ASAP's Asheville office and two days remote.

ASAP's mission is to help local farms thrive, link farmers to markets and supporters, and build healthy communities through connections to local food. ASAP is committed to creating a local food system that is equitable, environmentally sustainable, economically viable, and health promoting. To read our equity statement, please visit [asapconnections.org/about-us](https://asapconnections.org/about-us).

#### **Primary Activities (include but are not limited to)**

- Plan and implement engagement activities at farms, farmers markets, and other community settings. Coordinate volunteers and community partners to lead or support activities as needed.
- Coordinate Farm Fresh Produce Prescription participant intake/enrollment and manage participant case notes in Google Sheets, Unite Us, and TIMS (digital incentive software). Build trusted relationships and provide program support to participants, farmers market managers, and healthcare providers.
- Collaborate on outreach strategy for Double SNAP for Fruits and Vegetables. Create and disseminate outreach materials and provide support to shoppers, farmers market managers, farmers, and community partners.
- Build and maintain relationships with diverse community members and organizations. Keep community outreach, volunteer, and partner lists up to date in Salesforce database.
- Create educational content and materials promoting local food and farms, such as ASAP's weekly farmers market report, recipes, and seasonality guide.
- Contribute to ASAP's communications channels and publications, including the *Local Food Guide*, social media, newsletters, listservs, and websites. Maintain a consistent voice and look across ASAP communications.
- Support planning, promotion, and logistics for ASAP's public events, including the annual Farm Tour and CSA Fair.
- Support photography and videography needs, including documenting programs and events, requesting photos from farms and farmers markets, and maintaining a photo and video archive.
- Support surveys, interviews, and focus groups comprised of program participants, farmers market staff, and healthcare providers.
- Provide monthly backup market assistant support for Asheville City Market on Saturdays.

- Manage data tracking, project budgets, reporting, and other administrative tasks as assigned.
- Answer incoming calls, respond to public inquiries/requests, and greeting office visitors.
- Participate in organizational planning, documentation, staff meetings, and activities.
- Support ASAP's commitment to diversity, equity, and inclusion.

### **Preferred Knowledge, Skills, and Experience**

- Knowledge and excitement about the local food movement.
- Demonstrated ability to write material that can engage a broad audience.
- Strong interpersonal communication skills, written and verbal.
- Strong organization and project management skills with the ability to manage time and prioritize among multiple projects.
- Accuracy in dealing with processes and recordkeeping.
- Comfort speaking in public and implementing public engagement activities/events.
- Comfort working independently and collaboratively in an open office environment.
- Experience using Google Suite, Salesforce, newsletter builders, Wordpress, and design tools such as Canva. Experience with Adobe Creative Suite a plus.
- Bilingual (English/Spanish or Spanish/English) will be given preference.
- Understanding and commitment to diversity, equity and inclusion in the local food system.

### **Required**

- Some local and regional travel with reimbursement for mileage.
- Periodic evening and weekend work.
- Must provide consent for a background check. ASAP does not base our employment decisions solely on background checks or convictions, and we do not ask for credit checks.

### **Compensation**

The salary for this position is \$50,128. First year employees are immediately eligible for fringe benefits including 10 paid holidays, 12 paid sick days, 12 paid vacation days (paid vacation increases with term), an Employee Assistance Program for the entire household, health stipend, and employer match of 3% to SIMPLE IRA.

ASAP is currently a qualifying employer for the Public Student Loan Forgiveness (PSLF) Program. ASAP is a living wage certified employer.

### **To Apply**

Email a cover letter, résumé (including three references), and two writing samples. Email materials to [jobs@asapconnections.org](mailto:jobs@asapconnections.org) with the subject line: 2026 Outreach and Engagement Coordinator. Please submit documents in PDF or Google Docs format. **Deadline to apply is June 30th, 2026.** We will reply to all applicants within two weeks.

ASAP is an equal opportunity employer and does not discriminate on on the basis of race, color, religion, sex (including pregnancy, gender identity, and sexual orientation), parental status, national origin, age, disability, genetic information (including family medical history), political affiliation, military service, or other non-merit-based factors or factors protected by applicable law.