

VegMichigan Director of Programming

Job Information

Title: Director of Programming
Hours: Full-time, flexible hours, some evening and weekend hours required
Reports to: Board of Directors
Salary Range: \$37,000 to \$47,000 depending on experience

Job Description

The Director of Programming is responsible for the planning, development, and implementation of the organization's programming, marketing, communications, and public relations activities. The person in this position will be responsible for creating new programming and overseeing current programming. This will include marketing VegMichigan events and campaigns across all social media platforms, TV, radio, print, and other media outlets. This person will work with staff and the Board of Directors to develop and implement events that promote a vegan diet and lifestyle. The position requires strong communication skills and the ability to engage effectively with others without judgment. A high degree of organization and self-motivation are required as the Director will often be working independently and on multiple projects at once.

Primary Duties

- Create new program ideas and oversee all aspects of current VegMichigan programming.
- Create and host events from conception through completion such as presentations, food tastings, dinner clubs, cooking demos, tablings, leafleting, and others.
- Deliver public presentations.
- Create a mix of innovative events and outreach activities with a focus on fun and positive interaction. Continually strive to find the most effective events and forms of outreach that will move individuals toward a vegan diet and lifestyle.
- Conduct pre- and post-event evaluations and report outcomes by completing Project Proposal Forms and Event Summary Forms to help determine effectiveness.
- Stay within budget for large and small events and strive to make as many events cash-positive or cost-neutral.
- Recruit, grow , and oversee a core group of volunteers that will help host VegMichigan events and outreach activities throughout Michigan. This position will also be the volunteer coordinator for large events, such as VegFest and the Free Festival.
- Assist as needed with organization and management of large events such as VegFest, the Free Festival, and Annual Fundraiser.
- Communicate with the Board President on a regular basis and occasionally meet with the Board to discuss major event and outreach ideas.
- Maintain and assess a detailed calendar of annual events, adding new events and eliminating unpopular events.
- Determine staff and volunteer requirements and coordinate their activities for events. Delegate event planning tasks to other staff members and volunteers where necessary.
- Represent VegMichigan in a professional and positive manner through television and radio interviews and public speaking engagements. Build a database of media contacts.

- Work with staff and the Board of Directors to develop and execute events, outreach activities, and marketing campaigns that promote veganism to the general public and on college campuses throughout the state.
- Manage VegMichigan's presence on all social media platforms, including Facebook, Instagram, and other digital media platforms on a daily basis.
- Ensure all external communication pieces contain a consistent brand image, including website, social media, merchandise, and events.
- Design and create marketing materials (flyers, leaflets, etc.) to promote VegMichigan's mission.
- Perform other duties as they arise or as assigned.

Position Requirements:

- Bachelor's degree in education or related field preferred or equivalent experience
- Demonstrated thorough knowledge of the health, ethical, and environmental benefits of a vegan lifestyle as well as the ability to articulate this to others in an accurate and encouraging way.
- Experience running social media which includes: ability to strategize, curate, and create content professionally; engage and build communities of supporters; , gauge public response; and tweak messages for maximum reach and effectiveness.
- Excellent writing skills, as demonstrated in press releases, blogs, web copy, brochures, e-newsletters, etc.
- Proven verbal communication skills including public speaking, radio, and TV.
- Proficient in general computer skills, including Word, Excel, Gmail, and social media.
- Must have a personal computer, internet, and printer, and be able to work off-site (e.g. at home).
- Must have access to reliable transportation and be able to travel on a semi-regular basis.
- Ability to stay within budget for large and small events while striving to make as many events cash positive or cost neutral.
- Experience with event planning.
- Ability to take quality images for social media and other media outlets
- Demonstrated excellent organizational skills, prioritizing, and planning work activities while working on numerous projects at the same time.
- The ability to engage others in a professional, friendly, open, non-judgmental manner and exhibit a professional, positive attitude when interacting with colleagues, the public, and other stakeholders.
- Proven ability and openness to learning new things and staying current on vegan trends and food options; exhibit energy and passion to inspire new ideas to help grow the vegan movement.

Physical Demands

The position requires driving to a number of different areas around the state, standing for up to an hour at a time while leafleting or giving a presentation, sitting for an afternoon (tabling), carrying informational materials to events up to 20 lbs., and working on a computer for extended hours at a time.

To apply, please submit resume and cover letter in PDF format to angie@vegmicigan.org.