

VegMichigan Outreach Coordinator

Hours: Full-time, some evening and weekend hours required
Location: Position based out of Farmington Hills office and involves frequent travel to events
Reports To: Media and Outreach Manager
Starting Salary: \$28,000-\$35,000 depending on experience
Benefits: Flexible hours, work from home some days, paid holidays, personal, and vacation, healthcare stipend available

Job Description

The Outreach Coordinator will help organize a wide range of in-person events that are fun, informative, and often include providing plant-based food for attendees to sample. The outreach coordinator will focus on, but not be limited to, colleges and universities.

Primary Duties

- Organize and attend in-person outreach events from conception to completion focused on getting individuals to taste delicious plant-based food.
- Assist with VegMichigan's ongoing schedule of in-person events including festivals, presentations, food tastings, giveaways, dinner clubs, and others.
- Maintain a calendar of three to four in-person events/activities per week, on average, which will consist of events you organize individually and other events and giveaways that you will assist with.
- Focus on organizing events with student groups, fraternal organizations, and other members of the college community. Secondarily, organize events with community groups, local businesses, faith-based organizations, and other members of the general public.
- Prepare food samples and work with caterers.
- Manage food inventory, including placing and picking up orders and securing food donations.
- Manage volunteers assigned to events.
- Give short presentations focused on the benefits of eating plant-based meals.
- Work with the media manager to create a promotion plan and specific resources for each event.
- Evaluate events and activities to determine effectiveness.
- Attend weekly staff meetings.
- Serve as a coordinator at the annual Free Festival and VegFest.
- Serve as a local Meetup organizer.
- Minor office duties such as mailing and maintaining office supplies
- Perform additional duties as assigned.

Requirements

- A solid understanding of the health, ethical, and environmental benefits of a plant-based diet and the ability to articulate this using friendly, non-judgmental language.
- Comfortable engaging with individuals and speaking to groups.
- A good driving record and able to drive the VegMichigan van to events.
- Reliable transportation, computer, and other standard office items when working from home.
- Proficient computer knowledge including email, social media, and all aspects of Google Drive.
- Adequate writing skills to communicate in a professional manner.
- An openness to learning new things, and energy and passion to inspire new ideas.

Physical Demands

The position requires standing, carrying, loading medium-weight materials, working on your computer, and driving on a regular basis.