



Fertile Ground
food cooperative

Ownership Growth Coordinator

Do you support jobs with fair pay that are rooted in our community, economic empowerment for SE Raleigh, and the creation of a way to meet our own food needs as a community? Are you passionate about the future of SE Raleigh and community self-determination? If you have organizing experience and share these passions, you may be the perfect fit for the Fertile Ground Food Co-op's new Ownership Growth Coordinator.

The Fertile Ground Food Co-op is a start-up, full-service grocery store that will be located in SE Raleigh. The Co-op will carry a combination of organic and conventional food items, with an emphasis on affordable, healthy products. Our store will be grounded IN the community, created and owned BY the community, to serve the needs OF the community. As a co-op, we are owned by hundreds of members of our community, and anyone in the community can become an owner through the purchase of a share in the co-op.

The Ownership Growth Coordinator position will be a 20-hour per week position reporting to the Fertile Ground Board of Directors. As the Ownership Growth Coordinator, your primary responsibility will be to lead FGFC's outreach efforts to build our owner base as the Board of Directors develops the business and moves us toward our store's opening day. Since this is a part-time position, the Ownership Growth Coordinator will need to use the time and talents of our Marketing Committee as well as build our owner-volunteer base, coordinating their efforts to achieve the goal of building a strong ownership base that believes in and is invested in the building of our full-service cooperative grocery store.

The Ownership Growth Coordinator must be passionate about community self-determination and have excellent communication, management, and team-building skills. You will need to work closely with the Board, with committees, as well as with FGFC owners, prospective owners, stakeholders,

and community. You must have the ability to develop new ideas for ownership growth and outreach, and be able to implement those ideas successfully and consistently.

The Ownership Growth Coordinator must have a flexible schedule including evenings and weekends. Occasional local travel may be required. The Ownership Growth Coordinator will be responsible for their own transportation.

Primary Responsibilities

Lead our ownership growth efforts, oversee our Marketing Committee, and work with our Board to accomplish the following:

- Actively develop and drive Fertile Ground Food Co-op's owner recruitment campaign, building ownership to meet co-op milestones, by coordinating the planning and execution of outreach/owner recruitment activities and events.
- Plan and coordinate promotional communications through press releases, social media, targeted advertising, presence at local events, etc.
- Recruit and train owner-volunteers.

Additional Responsibilities

- Develop/maintain procedures to ensure the smooth functioning of our Marketing Committee
- Work with the Board to create and maintain a budget for ownership growth activities and events.
- Attend educational workshops to learn about and implement best practices for co-op development and build relationships with others working in the co-op industry.

Note that this position may evolve in the future as the Co-op grows.

Qualifications:

- Deep passion for community-building, local economy, food accessibility, social justice, and education
- Strong support for the cooperative, community-based business model

- Excellent organizational skills, preferably including experience working with volunteers. (This job will require the ability to lead teams and get things done through others.)
- Excellent communication and writing skills.
- Strong interpersonal skills. (*Past or current engagement with the SE Raleigh community strongly preferred.*)
- Creative thinking and problem-solving abilities
- Basic computer skills (Word, Excel, PowerPoint)
- Effective usage of social media (Facebook, Instagram, Twitter)
- Experience with budgeting, fundraising, and capital development a plus

Terms and Benefits

- 20-hours/week. Candidates must be flexible and available to work weekends and occasional evenings. Within the needs of the co-op and with proper reporting to the board on what their schedule will be each pay period, the Coordinator will get to determine their own schedule.
- Compensation: \$15/hour
- 90-day probationary period with progress reviews provided every 30 days: the Ownership Growth Coordinator must achieve numerical targets for member-owner growth
- Incentive payments will be made upon achieving member-owner growth targets
- This is an independent contractor position.

Send resumes to: fertilegroundfoodcoop@gmail.com

Deadline for resumes: July 26, 2018