



Program Manager for Farm and Food Business Members is a year-round 30 hour/week salaried position that reports to the Executive Director. The Program Manager is the principal liaison between area farmers, local food producers, and Berkshire Grown. As such, s/he maintains ongoing contact with farmers to assess their needs and interests in order to provide programs/services that are responsive to their needs.

Berkshire Grown is the primary advocate for farmers in Berkshire County, Berkshire Grown supports and promotes local agriculture as a vital part of the Berkshire community, economy, and landscape. We cultivate a county-wide food economy and bring communities together to promote eating local to ensure that our farms are viable businesses. For more information about Berkshire Grown, please visit our website: berkshiregrown.org

This job requires residence within or close to Berkshire County, MA. While the Berkshire Grown staff follows a hybrid work model balancing in-office and work-from-home options, all staff members are expected to work as part of the team in the Great Barrington office at least 60% of their time.

Primary responsibilities

- Develop and implement creative strategies and services to support the success of Berkshire Grown's food and farm business members including farmer workshops, technical assistance,
- Work closely with Berkshire Grown staff and Board to develop programs that support a fair and just local food and agriculture system in the Berkshires.

Principal liaison between area farmers & food producers (40%)

- Regularly communicate with farmers and food producers in the Berkshire region through in-person visits, emails and phone calls to stay updated on relevant issues;
- Produce regular e-newsletter for business members highlighting news, resources and opportunities;
- Develop Annual Farmer Survey: collect, aggregate and analyze aggregate responses.

Farmer Support and Education Programs (40%)

- Plan and manage informative Winter Farmers' Workshop series;
- Collect and manage program data and evaluations for farmer support programs, submitting reports on quarterly basis;
- Work with farmers and food producers to develop 1:1 technical assistance partnerships with experienced advisors and farmers;
- Coordinate the facilitation of Farmer-to-Farmer Peer Groups;
- Work collaboratively with other community organizations to develop initiatives that strengthen food justice and in Berkshire County farm and food system;
- Plan member networking events for Berkshire farmers and food producers.

Outreach and Membership Development (10%)

- With Membership Manager, develop and execute membership retention and recruitment strategies for professional members;
- Manage and update business membership database on a regular basis;
- Work with social media consultant to develop content that will engage current and potential business members.

Other Support Responsibilities (10%)

- Advise Executive Director and Membership Manager in planning visits to farms for staff, board members, government officials, donors and members;
- Work with Berkshire Grown staff and Board to assess role of Berkshire Grown as vector for increasing racial equity and food justice in the agriculture and food systems of Berkshire County;
- As needed and appropriate, serve as Berkshire Grown liaison for local, regional and national service providers (e.g. UMass Extension, USDA, Mass Food Systems Coalition, MA Farm Bureau, Buy Locals);
- Assist at Berkshire Grown events as needed.

Skills and Qualifications

- First-hand knowledge of Berkshire farmers and food producers and the issues confronting farmers (experience as a farmer or in farming-adjacent work a plus);
- Independent worker who can seamlessly and enthusiastically work within Berkshire Grown as well as among partner organizations, building positive and effective relationships with a wide array of people and individuals from diverse backgrounds;
- Organized, detail-oriented, with excellent time management skills to balance multiple tasks simultaneously while paying close attention to details;
- Excellent communications skills, both verbal and written;
- Ability and enthusiasm to share information about the experience of farming and the needs of farmers with colleagues and the public;
- Fluency with Microsoft Office and Google suites, experience with CRM database systems, Constant Contact, QuickBooks a plus;
- Experience working in program-based non-profit environment a plus.

Competitive salary range of \$37,500 - \$42,000, commensurate with experience, for 30 hours/week year-round. Paid time off for holidays and annual vacation, pro-rated QSEHRA contributions toward health insurance after 3 months. After one year of continuous employment, a 3% match toward Simple IRA is available.

To apply, please email a cover letter describing your interest in working with Berkshire Grown and a current resume to:

jobs@berkshiregrown.org No phone calls please.

Berkshire Grown is an equal opportunity employer and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, disability status, protected veteran status, or any other characteristic protected by law.