

NOTICE: Job Opening with Georgia Organics, Inc.

Position Title: Direct Marketing Program Coordinator Closing Date: September 5, 2003

This coordinator role is a half-time position with Georgia Organics, Inc., funded by a partnership agreement between Georgia Organics and the Risk Management Agency of the USDA.. We seek to fill the position immediately. Estimated length of position is 17 months. The coordinator reports to the executive director of Georgia Organics, but is responsible for taking a leadership role in coordinating project activities with project partners.

The Direct Marketing Coordinator is responsible for developing a decision-support tool for farmers to assist them in making smart decisions when choosing direct marketing plans for their farms. The tool design is to be based on the results of an analysis of available data on current marketing opportunities. Final product will include a workbook and a web-based program. The position involves working with Dr. Luanne Lohr of the University of Georgia who will cooperate on the first three phases of this project.

The project consists of six distinct phases:

- Data selection and preparation.
- Model development.
- Testing of the model.
- Training for producers and county agents.
- Obtaining producer feedback.
- Project report.

The first phase has been completed. A qualified applicant would be prepared to review the data already collected and immediately begin work with Dr. Lohr on model development.

Other responsibilities:

1. Work with software designer to create web-based tool.
2. Work with graphics designer to create direct marketing workbook.
3. Create an advertising plan to publicize the tool upon completion.
4. Train growers and agricultural professionals on how to use the tool and collect their feedback to make improvements.
5. Write program updates for GO newsletter and website as requested.
6. Keep accurate accounting of all expenses, work within the grant budget and submit written reports as requested.

Skills needed:

- Familiarity (if not experience) with direct-to-consumer types of agricultural marketing or the ability to quickly review collected data and begin work. Ability to understand all aspects of produce marketing systems including risk assessment, market viability, legal issues, technological conditions, logistical concerns and other factors that affect farmer marketing decisions.
- Ability to work independently to meet goals and deliverables outlined in the partnership agreement between Georgia Organics and the RMA.
- Excellent written and verbal communications skills.
- Ability to organize and implement training programs throughout Georgia and nearby states.
- Ability to manage a budget and keep accurate financial records.
- Close proximity to Athens, Georgia or ability to travel there as needed in the early stages of the project.

Salary Range:

\$18,000 – \$21,000 per year. (Approximately 17 months left on project.)

To Apply for This Position:

Please send your resume to Patricia Kyritsi Howell, Georgia Organics, 2103 N. Decatur Rd., #348, Decatur, GA 30562 or via e-mail to patricia@georgiaorganics.org. For more information, call 770-993-5534.