



A GREENER WORLD

A Greener World Seeks Outreach Specialist

About the job: *Immediate opening for a high-impact professional at respected international non-profit empowering sustainable solutions in agriculture.* At A Greener World (AGW), we are looking for self-motivated problem-solvers with the ability to work with a remote team across multiple projects and regions. As a part of A Greener World's marketing team, you will be expected to recruit and support farmers, further processors and businesses seeking a third-party certification for their sustainable practices. You will work with staff across the country and internationally and will have immediate responsibility and accountability.

AGW is headquartered in Terrebonne, Oregon with a global team; this is a U.S.-based remote position requiring communication via email, phone and video conferencing with a team across the country and the globe. The position is full-time with generous benefits (including paid time off, medical and dental coverage and 401(k)), with a starting salary range between \$42,000 – \$52,000, plus potential commission if recruitment goals are met, with opportunities for growth and professional development support.

Candidates should enjoy providing exceptional service, have experience in sustainable supply chain development and demonstrate excellent communication skills. We're looking for strong team players who appreciate diverse experiences and backgrounds, and are excited to join a nimble, globally active organization inspiring real and positive change.

The ideal candidate for this role is:

- A problem solver with a logistics mindset who is comfortable with complexity.
- Enthusiastic about making connections between farms and buyers, with experience making sales and closing deals.
- Comfortable and effective communicating by phone, email and in-person (and genuinely enjoys it!).
- Excited about working remotely, with a proven track record of success working independently and managing time effectively.
- Experienced in agriculture, supply chain development or other food-related field.

The day-to-day: The Outreach Specialist will primarily focus on identifying and recruiting farmers and businesses to develop sustainable supply chains incorporating AGW certification. This position reports to the Director of Communications and Outreach. Key responsibilities include:



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Recruitment

- Initiate and follow up on farmer contacts and further processors interested in AGW certification, maintain records of leads, perform ongoing research to expand list of leads and increase applications for AGW certification.
- Support the development of supply chains by connecting farmers with buyers, and the development of producer groups.
- Attend conferences, extension meetings, producer group meetings, and workshops in order to recruit further processors, farmers and businesses, and promote the program. Coordinate advertising, travel, materials, and expenses associated with such events, as well as post-event evaluation.
- Serve as first point of contact for businesses unfamiliar with AGW and succinctly and effectively communicate the purpose and benefits of certification.

General Marketing and Outreach

- Serve as primary contact for farms, further processors and retailers interested in certification
- Develop content for social media, blogs, website, newsletters, etc. as needed.
- Organize farmer-facing events and workshops to recruit farms and businesses, as needed.

Position Requirements:

- Strong working knowledge of sustainable livestock production from farm to retailer.
- Understanding or experience in sustainable livestock/agriculture and supply chain development.
- Experience with Office Suite including Word, Excel, and Outlook, necessary. Basic experience with Adobe products, social media and contact management desirable.
- Must be able to travel up to 30% of the time, lift 50 lbs. and attend weekend and evening events as needed.

How to apply: Please send the following to jobs@agreenerworld.org, listing “Outreach Specialist” in the email subject line. Thank you and we look forward to reviewing your application.

- Cover letter/email
- Resume and references
- Salary requirements
- Sample recruitment strategy: *Imagine you’re in this position. A well-known company has been advertising sustainable sourcing practices, but doesn’t list any suppliers or certifications. One of their customers suggests we reach out to help them source AGW-certified products. How would you approach this company as a cold lead, from start to finish? Please include timing and communications strategy. Brief is great!*



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About A Greener World

A Greener World (AGW) identifies, audits, certifies and promotes practical, sustainable farming systems by supporting farmers and ranchers and informing consumers. AGW's growing family of trusted certifications includes Certified Animal Welfare Approved by AGW, Certified Grassfed by AGW, Certified Regenerative by AGW and Certified Non-GMO by AGW. Each program is designed to have positive and measurable impacts on the environment, society and animals, and to encourage truly sustainable farming practices. AGW's standards and procedures are robust, transparent and achievable. A nonprofit funded by donations, AGW offers a range of resources to help people make informed food choices, including an Online Directory of certified farms and products and Food Labels Exposed--a definitive guide to food label claims (available in print and online). For more information visit agreenerworld.org.

A Greener World is an equal opportunity employer. We strongly encourage and seek applications from women, people of color, including bilingual and bicultural individuals, as well as members of the lesbian, gay, bisexual, and transgender communities. Applicants shall not be discriminated against because of race, religion, sex, national origin, ethnicity, age, disability, political affiliation, sexual orientation, gender identity, color, marital status, or medical condition. Reasonable accommodation will be made so that qualified disabled applicants may participate in the application process. Please advise in writing of special needs at the time of application.