



COMMUNITY
FARM
ALLIANCE

www.cfaky.org

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COMMUNITY AMBASSADOR

2019

The Community Ambassador program is a year-long, part-time, paid program designed for 3-5 emerging community leaders, who are committed to working with CFA staff on increasing access to local healthy food, by building short and long-term systems that address community-identified needs through community engagement, equity building, assessing impact of existing programs, and policy development.

The Community Ambassador's primary role is to increase community engagement through grassroots organizing, targeted outreach, and contributions to CFA's communications campaign.

Each Community Ambassador will be in charge of one-on-one community engagement; conducting and recording interviews for CFA's oral history collection, and for accompanying multimedia distribution of finalized stories; a primary contact and facilitator for community outreach, with a focus on connecting to low-income residents and Kentucky's food and farming community; and a point of contact for ground-level community organizing and networking.

General Responsibilities:

- Reports regularly to the Communications Director and Organizing Director;
- Fulfills CFA's general organizing responsibilities;
- Fulfills organizational reporting requirements;
- Provides regular communication content via print, web, and social media;
- Collaborates with CFA's staff team, CFA members, allied organizations, businesses, community leaders, institutions, policy makers, and the media to advance the mission and goals of CFA;
- Assist in coalition-building by fostering connections with local organizations to bring in more membership and partners;
- Develops relationships with individuals in both rural and urban communities that result in the recruitment of additional CFA members and the development of CFA leaders;
- Assists CFA's staff team with additional duties including, but not limited to, preparing for the annual membership meeting and fundraising events;

Focused Responsibilities:

General

- Completes a series of trainings focused upon communications, community organizing, and conducting Community Food System Assessments;
- Assists in the distribution, promotion, and data collection of Community Food System Assessments conducted in their community;

Effective May 1, 2019

Communications

- Identifies, analyzes, and shares issues that affect Kentucky's family farmers and Kentucky's food-insecure by conducting targeted interviews and regularly releasing print, web, and/or video communications with the intent of effecting policy change;
- Draws attention to the challenges and successes surrounding farming and food system development in Kentucky through targeted communications;

Community Organizing

- Plans and promotes community meetings with an emphasis on networking, providing outreach through resource and information sharing, policy discussion, and peer mentoring;
- Leads the design and facilitation of meetings of all sizes, with the intention of supporting local organizing efforts and mobilizing Kentuckians into action surrounding food and farming issues;
- Draws attention to the challenges and successes surrounding farming and food-system development in Kentucky during community meetings.