Position: Educational Program Coordinator

Position Type: Independent Consultant

Expected Start Date: April 1, 2021

Description: The Education Program Coordinator is responsible for the coordination, design, layout, planning, promotion, preparation, and holding of the annual Mid-Atlantic Horticulture Short Course (MAHSC) and Home Gardener Day (HGD), and other educational programming as decided by the Board of Directors of the Virginia Horticultural Foundation.

Minimum Requirements:

A successful candidate will:

- Show proficiency in office technology and software with the ability to prepare and manage spreadsheets and other planning documentation;
- Possess excellent time management skills, be self-motivated, and have the ability to work with minimal supervision;
- Demonstrate outstanding written and verbal communication skills;
- Have the ability to work with, oversee, and manage volunteers;
- Have extensive knowledge of the horticulture and related industries;
- Have previous experience in long-term, project-oriented planning;
- Be familiar with various social media platforms

Preferred Requirements:

- Completed or working toward a degree in horticulture or related science.
- Background in marketing/advertising
- Proficiency with, or willingness to learn, Adobe suite of graphic design software (Photoshop, InDesign, Acrobat Pro)
- Experience with drag-and-drop website editors

Specific Job Responsibilities:

- Develop & submit annual budget for educational programs
- Manage budget line items pertaining to educational programming
- Develop themes & topics for MAHSC & HGD
- Identify program growth areas, strengths, and weaknesses
- Oversee & actively participate in development of MAHSC & HGD programs
- Contract speakers & make all necessary speaker arrangements (travel, lodging, etc.)
- Provide monthly reports & progress updates to Board of Directors
- Contract/arrange for all services related to holding MAHSC & HGD (audio visual, catering, etc.)
- Assist with program related updates to web & print materials
- Prepare annual report following completion of MAHSC & HGD
- Participate in regularly scheduled meeting with Executive Director
• Submit copies of all bills, payment requests, invoices, and receipts to Executive Director for processing
• Assist in developing a marketing plan for MAHSC & HGD
• Be on site during entire MAHSC & HGD to run conference
• Submit copies of all documentation, contracts, & record keeping to Executive Director
• Identify volunteer positions for MAHSC & HGD
• Work with Volunteer Coordinator to fill volunteer positions
• Assist in development of sponsorship opportunities for MAHSC & HGD
• Identify, coordinate, manage, and report all Continuing Education Units resulting from MAHSC & HGD
• Assist in monitoring & managing social media accounts for MAHSC & HGD

Interested applicants should submit a resume to info@vahort.org.