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| Position Title | Membership Coordinator |

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| Position summary |
| The Stephanie Alexander Kitchen Garden Foundation (SAKGF) Kitchen Garden Program team’s (KGP) overall function is to support educators delivering the kitchen garden program all over Australia. The team is responsible for professional development, educational resources, ongoing guidance and community building that engages and develops the kitchen garden community of educators. The team members also lend subject matter expertise to SAKGF priority projects, content development and bring on-the-ground knowledge and experience to the wider SAKGF team.  Reporting to the Kitchen Garden Program Manager, the Membership Coordinator leads the membership engagement. This includes engaging and on-boarding new members via organic membership and sponsored membership and identifying opportunities to grow the membership, developed and pursued in accordance with SAKGF’s goals. |

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| About the Stephanie Alexander Kitchen Garden Foundation |
| The Stephanie Alexander Kitchen Garden Foundation is a not-for-profit charity providing the program framework, support and inspiration for educators and community to deliver pleasurable food education to children and young people across Australia. Celebrating 20 years in 2021, the Foundation was founded by Stephanie Alexander AO and now supports early childhood services, primary and secondary schools and community settings across Australia. The Kitchen Garden Program creates the opportunity for children and young people to connect to themselves and the earth, to foster an awareness of food production and preparation to develop lifelong positive food health, wellbeing and sustainability habits, as well as practical and social skills. The Foundation partners with philanthropic organisations, government, business and individuals to make positive change in the food, health, wellbeing and sustainability habits of children and young people, families and communities across Australia.  The Stephanie Alexander Kitchen Garden Foundation is a not-for-profit charity providing the program framework, support and inspiration for educators and community to deliver pleasurable food education to children and young people across Australia. Celebrating 20 years in 2021, the Foundation was founded by Stephanie Alexander AO and now supports over 1000 early childhood services, primary and secondary schools and community settings across Australia.  **Our Vision**  Healthy children and young people living in sustainable communities across Australia.  **Our Purpose**  We enable children and young people to form positive food habits for life.  **Our Role**  We support communities and educators across Australia to deliver pleasurable food education and the Kitchen Garden Program for children and young people by providing inspiration, information, extensive resources, capability and professional development, a national community of practice, and ongoing support.  Pleasurable food education inspires children and young people to understand and connect with fresh, delicious food through fun, hands-on learning. This approach empowers children and young people to develop practical skills, an appreciation of seasonal produce, and a positive, confident and healthy relationship with food — for life.  **Our priorities**  1. Support more Australian schools and early childhood services to deliver pleasurable food education and the Kitchen Garden Program.  2. Work alongside communities to support children and young people through community place-based projects that address inequities.  3. Grow a national kitchen garden movement.  4. Build long-term sustainability of the Foundation.  **Our values**  Supportive, Inclusive, Passionate, Collaborative, Resourceful. |

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| Key activities and goals to achieve | |
| 1.0  Expand Kitchen Garden Program membership (organic) | * Develop and execute on strategy/activities related to the national growth of the KGP membership in primary schools and early childhood services * Identify and drive engagement with target audiences, including principals, local government and community health organisations * Develop and review membership communications alongside the Communications Lead to ensure up to date messaging * Proactively engage with unmet demand and warm leads e.g info sessions, enquiries, follow-ups, website and collateral optimisation * Maintain membership inbox and website enquiries * Strive to achieve organic membership targets * Data integrity – lead database maintained and shared with team * Plan & deliver online information sessions and nurture qualified sales prospects with the support of the engagement team e.g. follow-up emails, one-on-one support calls |
| 2.0  Expand Kitchen Garden Program membership (sponsored) | * Work with the Partnership Coordinator to identify and allocate the distribution of sponsored memberships to schools and services in targeted areas * Liaise with schools and services to accept membership offer and ensure the membership is activated * Demonstrate knowledge and understanding of unmet demand, and how it can support in the allocation of schools and services * Develop and review sponsored membership with communications coms lead to ensure up to date messaging |
| 3.0  Provide exceptional support to Kitchen Garden Program members | * Support the onboarding of all new organic and sponsored members including coordination of member packs and member calls * Support the delivery of SAKGF related events including professional development and community engagement when appropriate and required * Scope/design/develop existing membership offerings * Scope/design/develop new or expanded membership offerings * In collaboration with the wider organisation, action strategies and plans to reach and retain membership numbers |
| 4.0  Participation and reporting | * Passion and commitment to SAKGF’s vision is demonstrated. * A positive, can-do, collaborative and adaptive attitude to tasks and team activities is displayed. * Participation in meetings and events is constructive, professional and enthusiastic. * Formulating and documenting processes is standard practice including member data in salesforce and supporting membership evaluation. * Commitment to the integrity, validity, currency and security of all SAKGF’s information is continuous. |
| 5.0  SAKGF priority projects | * Other projects that are a priority of SAKGF as determined by management as required * Proactively contribute to cross-organisational delivery of SAKGF Strategy and projects |

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| Selection Criteria | |
| 1.0  Essential expertise | * National Police History Check and a Working With Children Check. * Ability to work and deliver in a challenging environment with shifting priorities and deadlines. * Technically proficient in the Microsoft suite of programs and experienced in the use of relevant systems, including CRM. |
| 2.0  Knowledge and skills | * Effective interpersonal skills with the ability to build and sustain productive working relationships internally and externally. * Demonstrate high Foundation knowledge including all features and benefits of membership * Strong communication and sales skills for outbound calls and lead generation * Demonstrated project management skills with the ability to manage multiple priorities, issues and projects simultaneously. * Shows responsibility for projects and a proactive, problem-solving attitude. |
| 3.0  Personal attributes | * Passion and commitment to SAKGF’s values and vision. * A positive, can-do, collaborative attitude. * Ethical integrity and principles. |
| 4.0  Qualifications | * Tertiary qualifications in sales, business development or marketing or relevant industry experience desirable * Knowledge of Salesforce, teams, zoom, and Microsoft outlook |

This is not an exhaustive list of responsibilities or skills. This document is to be used as a guide only and incumbents may be required to complete tasks outside of this Position Description.

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Signature Date

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Cathy Wilkinson signature Date

Chief Executive Officer