

Job Announcement: DIRECTOR OF EDUCATION

The [Center for Urban Education About Sustainable Agriculture \(CUESA\)](#) is seeking a dynamic Director of Education to provide leadership, vision, planning, and implementation of strategic educational programming.

The Director of Education is responsible for driving the educational strategy and direction of CUESA. You will lead a team of educators in building and delivering mission-driven content to youth and adults to increase their understanding of and connection with food and sustainable agriculture. You and your team will create and lead innovative, impactful and fundable learning experiences. You will direct all aspects of the education department including program development and management of existing programs: Foodwise Kids, Foodwise Teens, Foodwise Families, CUESA Talks, Market to Table, Kid's Corner, Food & Farm Tours, and Food Shed. You will be engaged in writing curriculum, surveying and reporting program deliverables, devising and managing budgets, grant writing/reporting, training and directing staff and volunteers, devising and finalizing government and non-government contracts, and supporting CUESA fundraisers and special events.

Primary Responsibilities

1. Direct all aspects of the CUESA Education Department.
2. Devise cutting-edge educational programming at CUESA that:
 - a. Leverages the CUESA Farmers Markets as educational centers in innovative and interesting ways.
 - b. Sets trends, inspires, changes minds and behaviors, and pushes food and agricultural learning beyond the status quo.
 - c. Is forward thinking, interesting, and highly fundable.
 - d. Is effective and data driven, and in which all outcomes are measurable.
 - e. Advances CUESA's mission and reputation.
3. Evaluate existing CUESA education programs and make improvements to align programs with the strategic plan, mission, and vision of the organization. Programming should:
 - a. Promote CUESA farmers, ranchers, and sellers.
 - b. Support women farmers and producers, and farmers and producers of color.
 - c. Provide education about sustainably grown and made food and agriculture and alternatives to the industrial food system, including agricultural practices that promote environmental sustainability, social justice, and humane animal welfare.
 - d. Increase healthy food access, knowledge, and equity for all.
 - e. Strategically funnel resources into communities that have been previously overlooked.
4. Develop and implement annual CUESA Education Plan.
5. Lead educational efforts in line with CUESA's Diversity, Equity, Inclusion and Justice Initiatives.
6. Devise and manage Education program budgets.
7. Direct CUESA Education staff: Education Program Manager, Education Specialist, Culinary Programs Manager, Interns, and Volunteers.
8. Work with Education Committee Chair to organize quarterly meetings of the Education Committee.

9. Actively participate in the identification, development, and management of funding resources along with Director of Development, to sustain CUESA's education, culinary, and volunteer programs.
10. Define educational messages and campaigns, and connect CUESA education programs to CUESA brand and messaging by working closely with Communications Director.
11. Follow policy updates, inform staff and stakeholders, and partner with strategic policy organizations to convene discussions and disseminate information about key issues.
12. Conceptualize and lead public engagements that include market tours, CUESA Talks, media relations, school visits, market tours, and outreach.
13. Serve as a liaison, ambassador, and spokesperson for CUESA in the broader community, including at conferences, with the media, and at partner events.
14. Lead strategic development of educational programming at CUESA's fundraising events, in partnership with Development and Communications Directors.

Requirements

- At least 5 years experience leading education programs and the ability to implement educational vision and launch new projects.
- Proficiency in grant writing and reporting.
- Proven track record of developing and implementing education programs in a non-corporate setting (non-profit, school, government, etc.).
- Experience leading and inspiring top performance amongst staff and volunteers.
- Cultural competence, enabling the ability to establish and maintain great working relationships with a variety of constituents such as funders, colleagues, sellers, volunteers, donors, event attendees, and students.
- Excellence in public speaking, moderating, and convening diverse public groups.
- Enthusiastic personality and a positive, can-do attitude.
- Excellent writing skills for a variety of correspondence such as grant writing and reporting, policies/procedures, informational documents, contracts, etc.
- Demonstrated experience devising and managing department, project, and program budgets.
- Ability to pass a criminal and identity background check (required by law).
- Computer and software proficiency: Microsoft, Adobe, Google Docs/Sheets, etc.

Preferred Experience

- Expertise and experience developing curriculum in the fields of health and nutrition, garden education, and food justice.
- Knowledge of food systems issues faced in northern California and the greater West.
- Bachelor's degree in a related field or equivalent experience.
- Proficiency in a second language of high use in the SF Bay Area (including but not limited to Spanish, Chinese, Vietnamese, Korean, Amharic, Tagalog, etc.).

Job Parameters

- This is a full-time, salaried, exempt position based on 40 hour/week.
- The work schedule is Monday–Friday, 8 hours/day, with semi-frequent evenings and weekends as needed.
- Salary is \$65,000-\$80,000, commensurate with experience. In addition the position provides generous vacation, holidays, medical, dental, and gym benefits.

CUESA

CULTIVATING A HEALTHY
FOOD SYSTEM

- This position reports to the Chief Executive Officer.
- Please submit cover letter and resume to Marcy Coburn, CEO, at marcy@cuesa.org. Position will be open until filled.
- CUESA does not discriminate in employment, including on the basis of race, color, religion, sex (including gender identity), national origin, political affiliation, sexual orientation, marital status, physical ability, age, parental status, or military service.