

## **JOB DESCRIPTION**

**Position Title:** Contractor, Culinary Programs & Communications

**Written By:** Kristy Peterson

**Position Reports to (Title):** Kristy Peterson, Director of Education, Outreach, & Interpretation

**Effective Date:** January 1, 2018

**Department:** Education

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### **1. Position Summary**

This contract position assists in elevating Powell Gardens to be a known source and destination for culinary experiences for all audiences and a source for unique garden culinary products. The culinary programs/communications contractor will research, develop, and help execute all food-related educational experiences (classes, demos, tastings, workshops, lectures) episodically during 2018 in tandem with the director of education, outreach & interpretation and in consultation with the Powell Gardens ad hoc food committee and the Powell Gardens marketing manager. This position will work closely with regional chefs to create unique opportunities for the public to learn about and enjoy Powell Gardens produce in the kitchen and garden. This position will work collaboratively with the Powell Gardens marketing manager to brand and promote these experiences and Powell Gardens products using online platforms and through foodie networks in the area. This contract position will assist in developing and selecting chefs to potentially activate areas in the Heartland Harvest that may become rotating “chef garden” spaces to feature varied chefs as “artists in residence.” The culinary programs/communications contractor will research and write copy to help promote all culinary programs and products including produce and products included in the CSA program. This contracted position is for a total of 288 hours (32 hours a month from March-November 2018).

### **2. Representative Duties**

#### **Business Development**

1. Expand Powell Gardens revenue through developing unique and engaging culinary experiences for a variety of audiences (workshops, summer camps, classes, or tours in tandem with other Education Department team members).
2. Design, develop, and locate new markets/resources (on-site, off-site, and online) for selling Powell Gardens edible, culinary, and other useable products to reach an annual product revenue goal of at least \$15,000 annually.
3. Work collaboratively with the department director and the edible product specialist to help brand and shape the 2018 product line for inclusion in the CSA and for expanding the market outside of Powell Gardens.

#### **Volunteer Management**

1. Oversee, lead, and inspire Free Ranger volunteers in tandem with the Volunteer and Programs Coordinator to assist with culinary programs or projects.

#### **Programming**

1. Plan, coordinate, and assist in episodic onsite weekend brunch, lunch, or dinner culinary ‘experiments’ to find new audiences.
2. Plan, coordinate and help execute episodic culinary program experiences in tandem with the director of education or other Powell Gardens staff (classes, chef demos, workshops, etc.).

### **Communications**

1. Build and maintain relationships with local and regional chefs who are engaged with the seed-to-plate or locally-grown ideology. Contract and consult with local chefs for any program needing outside culinary expertise at Powell Gardens.
2. Collaborate with the Powell Gardens marketing manager to design new platforms and communications strategies using social media to engage culinary and foodie audiences.

### **Research and Writing**

1. Research and write content related to garden-harvested produce for the weekly CSA and any interpretive and general education endeavors related to edibles and culinary experiences in the garden or garden products.
2. Assist in research, planning, and discussion of a future on-site interpretive ‘kitchen lab space’ for teaching future cooking classes, tasting demonstrations, etc. and research, planning, and development of a potential rotating chef “exhibition garden” space.

### **3. Sphere of Responsibility**

Supervises and works closely with Powell Gardens Free Rangers volunteers and works collaboratively with the marketing manager and produce and product specialist under the direction of the director of education, outreach, & interpretation. This contracted position would be responsible for engaging and contracting outside chefs etc. and duties associated with program planning.

### **4. Internal and External Contacts**

#### **Internal:**

This position reports to the Director of Education, Outreach, & Interpretation but will work closely with other education, administrative, and horticulture department colleagues

#### **External:**

This position will episodically work with area chefs to co-teach or lead programming or food experiences.

### **5. Consequence of Error**

This position is key to building the Powell Gardens brand and is therefore an ambassador of the Gardens. The primary and critical focus of this position is business development and revenue generation.

Failure to adhere to the policies and procedures outlined in the Powell Gardens employee handbook will result in a verbal warning (first offense), written warning (second offense), and potential dismissal. Unethical behavior will result in immediate dismissal.

## 6. Experience/Education

<b>Education</b>	Requires a four year degree and/or equivalent experience with years on the job in a certified kitchen or as a culinary business owner or manager, non-profit public programs manager, etc..
<b>Experience</b>	Two-three years of professional experience as a chef, writer, public program planner, or equivalent experience is required. Any leadership, mentoring, management, or teaching experience in this context is a plus. Experience writing and editing and using technology (Microsoft Office Suite and Google docs) is required. Previous experience working as an independent contractor is helpful.
<b>Knowledge</b>	Knowledge of locally owned farms, area chefs on the rise, familiarity with trends in locally sourced food and dining experiences is desired. Knowledge of professional business practice (using contracts, efficient communication, following a budget and business plan) is required. Knowledge of program development—from concept, to implementation, and follow-up is required. Must have proficiency in communications, especially online platforms and social media. Must be able to write a business plan and prepare and follow a budget. Strong creative thinking and problem-solving skills is required.
<b>Communications</b>	This position requires good communication skills in person and online to work with colleagues inside and constituents outside the organization. The ability to talk to and engage a variety of audiences on any level is required. Timely communication and follow-up with staff and the public is a must.
<b>Core Competencies</b>	<p><b>Manages Complexity:</b> Asks the right questions to accurately analyze situations; uncovers root causes to difficult problems; evaluates pros and cons, risks and benefits of different solution options; readily distinguishes between what’s relevant and what’s unimportant to make sense of complex situation; analyzes multiple and diverse sources of information to define problems accurately before moving to solutions.</p> <p><b>Optimizes Work Processes:</b> Designs processes and procedures that allow managing from a distance; seeks ways to improve processes, from small tweaks to complete reengineering; separates and combines tasks into efficient and simply workflow; thinks about the whole system; focuses efforts on continuous improvement; identifies and seizes opportunities for synergy and integration.</p> <p><b>Drives Vision and Purpose and Strategic Mindset:</b> Sees the big picture, constantly imagines future scenarios, and creates strategies to sustain competitive advantage; is a visionary and able to articulately paint credible pictures and visions of clear possibilities and likelihoods; formulates a clear strategy and maps the aggressive steps that will clearly accelerate the organization toward its strategic goals; talks about future possibilities in a positive way; creates milestones and symbols to rally support behind the vision; articulates the vision in a way everyone can relate to create organization-wide energy and optimism for the future; shows personal commitment to the vision.</p> <p><b>Plans and Aligns:</b> Contributes to key results through execution of job duties;</p>

	<p>makes sound and timely decisions related to job duties; consults others as appropriate; suggests ways to do the job better.</p> <p><b>Drive Results:</b> Has a strong bottom-line orientation—sets aggressive goals and high standards; persists in accomplishing objectives despite obstacles and setbacks; has a track record of exceeding goals successfully; pushes self and helps others achieve results; pursues everything with energy drive and the need to finish.</p> <p><b>Balance Stakeholders:</b> Understands internal and external stakeholder requirements, expectations, and needs; balances the interest of multiple stakeholders; considers cultural and ethical factors in decision-making process; acts fairly despite conflicting demands of stakeholders.</p>
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**9. Work Environment/Physical Requirements**

This contract position requires availability for work during business hours for periodic meetings and correspondence. Occasional meetings onsite or in Kansas City will be required and episodic evening or weekend hours may be required due to episodic program support or execution as needed. A small percentage of the work is required to be done onsite---most of the contract work can be done remotely with regular meetings scheduled in person with the department director and key education and marketing staff.

A combination of administrative tasks (indoors) and tasks elsewhere onsite may be required—working indoors and outdoors will be periodically expected. Professional appearance and an ability to speak with the public will be required. This position requires the ability to remain in a stationary position up to 50% of the time; move about inside and outside the office to perform normal work duties; and move throughout a multi-facility work location.

**Disclaimer Statement:**

*Every effort has been made to make your job description as complete as possible. However, this position description in no way states or implies that these are the only duties to be performed by the employee occupying this position. Employees will be required to follow any other job-related instructions and to perform any other duties requested by their department supervisor.*

**Accepted By:** \_\_\_\_\_ **Date:** \_\_\_\_\_