



# Community Engagement Coordinator

80% Salaried FTE (32 hrs/wk)

## Organization Summary

The [St. Croix Valley Food Alliance](#) (SCVFA) is a grassroots, farmer-led organization working to strengthen and promote a thriving, resilient, and equitable local food economy in the St. Croix River Valley region of northwestern Wisconsin. Established in 2022 through the Polk/Burnett chapter of [Wisconsin Farmers Union](#), SCVFA brings together farmers, local businesses, institutions, and community members to build stronger regional food systems rooted in sustainability, equity, and local economic vitality.

SCVFA focuses on deepening local food relationships and infrastructure through institutional market development, food access initiatives, farmer support, community engagement, and regional collaboration.

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## Position Summary

Community Engagement Coordinator strengthens SCVFA's grassroots network by building meaningful relationships with farmers, volunteers, business members, and community supporters.

This position leads membership development, volunteer coordination, community outreach, and engagement-focused events that deepen participation in SCVFA's mission and strengthen regional community ownership of local food systems work.

This role serves as the organization's primary community-facing engagement coordinator and supports communications and storytelling efforts that connect people to SCVFA's work. This position reports to the Director of SCVFA. The Community Engagement Coordinator is employed by Wisconsin Farmers Union (WFU), the fiscal sponsor of the St. Croix Valley Food Alliance.

WFU is a progressive, grassroots membership organization committed to enhancing the quality of life for farmers, rural communities and all people through advocacy, education and cooperative endeavors. WFU works with individuals at the county, state, and national level to sustain economically viable family farms, support economic democracy and new farmers, reduce concentration in the market, protect ecological systems, increase transparency in the value chain, and ensure that the voices of family farmers and rural allies are heard by policymakers.

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# Primary Responsibilities

## Membership Development & Engagement

- Manage and grow SCVFA's membership program for farmers, businesses, and community members
- Develop systems for member onboarding, retention, communication, and engagement
- Build relationships with members and support meaningful opportunities for participation and leadership
- Maintain membership databases and engagement tracking systems

## Volunteer Coordination

- Recruit, train, coordinate, and support volunteers for events and programming
- Develop sustainable volunteer systems and leadership pathways
- Coordinate volunteer scheduling and communications

## Community Events & Outreach

- Collaborate in planning and facilitating community-focused events that strengthen regional engagement with local food systems
- Coordinate membership mixers, fundraising events, educational gatherings, and community outreach opportunities
- Represent SCVFA through tabling and public outreach at community events

## Fundraising & Community Support

- Support donor stewardship and grassroots fundraising efforts
- Assist with sponsorship coordination and community partnerships
- Support implementation of annual fundraising events and campaigns

## Communications & Brand Engagement

- Coordinate social media scheduling, newsletter distribution, and community-facing communications
- Maintain communications calendars and support consistent organizational messaging
- Assist with storytelling, photography, event promotion, and member engagement campaigns
- Help maintain SCVFA's brand identity and public presence

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## Required Qualifications

- Strong interpersonal and community engagement skills
- Experience organizing events, volunteers, or community programs
- Excellent written and verbal communication skills
- Ability to manage multiple projects and relationships simultaneously

- Passion for local food systems and community-based work
  - Access to reliable transportation
  - Ability to work independently and collaboratively
  - Proficiency with Google Workspace, Canva, basic digital communication tools and social media platforms
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### **Preferred Qualifications**

- Experience in grassroots organizing, membership organizations, or nonprofit engagement work
  - Experience with event coordination or volunteer management
  - Familiarity with rural communities and local food systems
  - Experience with donor stewardship or community fundraising
  - Graphic design, photography, or storytelling experience
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### **Compensation, Work Environment and Benefits:**

Salary starting at \$44,000 per year for the 80% FTE salaried position (equivalent to \$55,000 1.0 FTE), working 32 hours per week, with occasional evening and weekend hours. Additional benefits include medical, dental, vision, life, long and short-term disability insurance, employer contribution to a simple IRA retirement account, and generous paid time off package. Flexible hours, hybrid work environment and office are provided. It is estimated that the position will spend approximately 50% of their work week in Polk and Burnett Counties.

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### **Duration**

This is a grant funded position that will start mid July and run through December 2026. *The position may be extended based on availability of funding.*

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### **Applications Reviewed as Received**

Qualified applicants will be invited to participate in an in-person interview. Submit a cover letter and resume to [scvfa@wisconsinfarmersunion.com](mailto:scvfa@wisconsinfarmersunion.com). Application materials are due **June 7th, 2026**.

*The Wisconsin Farmers Union prohibits discrimination on the basis of race, color, religion, creed, national origin, ancestry, gender, gender expression, sexual orientation, family/parental status, age, disability, socio-economic or military status, in any of its activities or operations. These include employment, youth and adult programs, membership, selection of vendors, appointment of board members and selection of grantees, volunteers and representatives.*