



WILD ROSE FARM

Wisdom Begins with Wonder

At Gaia Education Outreach Institute (GEO), the non-profit that manages Wild Rose Farm, we work cooperatively to carry out the mission and vision of the GEO Institute and Wild Rose Farm. All staff report directly to the Executive Director and/or, to the Program and Farm Manager. We are currently looking for staff that have several of the following skills. Our current staff has a wide variety of skills and are willing to re-order their responsibilities for the right collaborative co-creator. We can offer more hours to a person who has a mixture of practical, teaching and administrative skills. Everyone who applies should have a love for practical engagement with the land, and a passion for our mission of connecting children to the earth and each other through our Land-to-Craft Curriculum.

Administrative Skills and Responsibilities:

We are currently looking for someone who can manage the program enrollment, accounting and financial operations for a charitable organization. This person will ensure compliance with regulations, manage budgets, and oversee financial reporting. They assist the Executive Director, the Program and Farm Manager, as well as all other seasonal staff to help the organization achieve its goals.

Key Responsibilities:

- **Program Operations:** Work with the Executive Director and Program and Farm Manager to develop, promote, execute and evaluate programming including website development and maintenance.
- **Human Resources:** Work with the Executive Director and Program and Farm Manager to hire, train, and develop staff. Facilitate and complete annual employment self-evaluations and agreements.
- **Accounting:** Oversee accounts, ledgers, and reporting systems.
- **Budgeting:** Assist the Executive Director and Program and Farm Manager with annual budgeting and planning.
- **Auditing:** Coordinate internal and external audits.
- **Financial reporting:** Analyze financial data and present reports.
- **Policies and procedures:** Develop and implement financial policies and procedures.
- **Cash flow:** Manage cash flow and forecasting.
- **Banking:** Optimize banking relationships and enhance cash positions.
- **Communication:** Communicate financial status to the Executive Director
- **Meetings:** Attend regular meetings with Executive Director and Program and Farm Manager for effective and efficient communication.

Practical Skills Teaching Lead Guide Skills:

- **Program Facilitation:**
 - **Greet participants** as they arrive and acknowledge when they depart.
 - **Implement Seasonal Program Daily Tasks** as listed on 'Daily Tasks' checklist including 'Daily Attendance'.



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- (See Lead Guide Skills Continued, next page)
- **Supplies:** Support procuring food, supplies and tools related to the specialties Lead Guides will be overseeing during programs.
 - **Set-up and clean-up daily** seasonal crafts, cooking/skills projects and snack.
 - **Supervise** free play areas during programs.
 - **Mentor Youth/Assistant Guides** such that they learn both how to develop new skills as well as refine skills through which their individual talents can shine.
 - **Rhythm:** Support the definition, and maintenance of, the program 'Rhythm of the Day', and 'Rhythm of the Season'.
 - **Set-up and Clean-up pre and post** seasonal program tasks including before, during and after Seasonal Programs.
 - **Lead one or more *Land-to-Craft Curriculum Specialties*** during seasonal programs in one or more but not limited to the following: Farming; Hay Making; Animal Care; Gardening; Forestry; Woodworking; TWCF field trips; Blacksmithing; Fire Making; Cooking; Herb Processing; Medicine Making; Wool Processing (cleaning, dying, spinning, felting etc.); Drawing & Painting; Sewing; Crafting and more. Please see [Behind the Curriculum](#) page of our website for more details.
 - **Participate in meetings** at the end of each seasonal Program block (3 times a year: Autumn, Winter and Spring) and on each last day (Friday) for 5 weeks of Summer Camp; more regularly for year round staff.

Marketing and Fundraising Skills

Currently the Program and Farm Manager is responsible for developing and executing social media strategies across various platforms to increase brand awareness and engage audiences of GEO Institute and Wild Rose Farm. All staff currently participates in fundraising, from writing grants, donor reports and appeals, to proof reading these documents before they are finalized.

Key Responsibilities:

- **Public Relations:** Facilitate presentations at Community Events including fairs and educational events. Hang up fliers to promote Fall, Winter, Spring and Summer programming.
- **Digital Marketing:** Create and execute digital marketing strategies to inform, advertise, and attract public interest.
- **Materials:** Works closely with Program and Farm Manager to design, maintain and update outreach materials that are in line with the mission and vision of the organization. This includes logo, website, event, and social media imagery.
- **Current (current year) Image Permissions:** Ensure that each staff member is aware of which program participants we do not have permission to photograph. (See Marketing and Fundraising Skills Continued, next page)



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- **Historical Image Permissions:** Ensure that any images of program participants that are used to publicize GEO Institute's work, are only used in the right context given the permissions that have been granted for them to be used.
- **Visual Archives:** Maintain archives of photos with intention to ensure the highest level of safety as some of these images are of program participants for whom we may not have photo permissions. Images that cannot be used, once identified, should be destroyed.
- **Fundraising:** Work with Executive Director and Program and Farm Manager to develop, write, and submit grant proposals to secure funding from various sources, including foundations, and private donors.
- **Donor Relationship Building:** Work with Executive Director and Program and Farm Manager maintain good relationships with current donors as well as cultivate relationships with potential donors through events, organizational programming, online and mail appeals, and general outreach to the public.