



**Position Announcement: Grassroots Advocacy Coordinator**  
**Location: Washington, DC**

The National Sustainable Agriculture Coalition (NSAC) is an alliance of grassroots organizations that advocates for federal policy reform to advance the sustainability of agriculture, food systems, natural resources, and rural communities.

NSAC is currently seeking a Grassroots Advocacy Coordinator to help us build grassroots power and win campaigns through coordination of NSAC's 100+ member organizations and outreach to their respective grassroots membership. This position is located at NSAC's DC office on Capitol Hill. The Grassroots Advocacy Coordinator reports directly to the Grassroots Director.

**Position Description**

*Grassroots Campaigns*

- Collaborate with the Grassroots Director to develop and execute comprehensive, strategic grassroots campaigns in partnership with a coalition of 100+ grassroots member organizations; key tasks may include:
  - Engage NSAC supporters and the broader public in sustainable ag advocacy through digital and field organizing efforts
  - Develop sample advocacy materials for NSAC members including action alerts, talking points, social media posts, and multimedia
  - Assist with managing farmer/ advocate story collection efforts

*Diversity Committee\**

- Support NSAC's Diversity Committee by collaborating with committee members to design agendas, facilitate calls and in-person discussions, and advance racial equity goals both within the coalition's internal processes and through its external campaigns and policy goals

*Events*

- Assist with planning and execution of NSAC events, including 2-4 yearly farmer/ advocate lobby days in Washington, D.C. along with coalition-wide meetings in varying locations
- Represent NSAC at conferences, partner meetings, and to the media

*Coalition Management*

- Facilitate monthly Grassroots Council\* conference calls to discuss grassroots strategy and action with NSAC members
- Work with the Grassroots Director and Managing Director to strategically seek new NSAC members and also to help develop existing member group capacity to engage in advocacy work
- Implement key grassroots-focused NSAC Strategic Plan components and goals

**Desired Qualifications**

- A deep understanding of, passion for, and experience with sustainable agriculture and food systems
- Outstanding writing, editing, and verbal/public speaking skills
- At least two years of experience in grassroots organizing, coordination, and advocacy efforts
- Detail-oriented and highly organized with strong time management skills

- Self-motivated with exemplary interpersonal skills and commitment to working collaboratively with a wide, diverse range of partners and colleagues;
- Willingness to work around a demanding congressional schedule and administrative deadlines
- Ability to stay on deadline while managing multiple projects
- Comfortable traveling multiple times a year for events
- Proficient with Microsoft Office, web content development (Wordpress), and social media platforms

**Additional Qualifications – not required but each will add value to your application**

- Facilitation experience with in-person and virtual meetings
- Basic coding and/or web design (HTML, CSS, Javascript) experience
- Event planning experience
- Advanced graphic design skills, experience using Adobe Creative Suite
- Videography and video editing
- Experience with large, multi-organization grassroots coalitions
- A working knowledge of the federal policy-making process
- Proficiency with advocacy CRMs (such as Salsa, Convio) and experience executing and evaluating advanced email campaigns

**Compensation and Benefits** -- Salary is on a non-profit scale and will be commensurate with experience and qualifications. NSAC offers an excellent employer paid benefits package and a collaborative work environment.

**Application** -- Please send resume, your salary history, the names and contact information of three references, and a brief cover letter including an explanation of your interest in the position, in one single Word document or pdf, to [info@sustainableagriculture.net](mailto:info@sustainableagriculture.net).

***NSAC is an equal opportunity employer. We actively encourage people of color to apply for this position. NSAC is committed to hiring and retaining a diverse workforce, making decisions without regard to gender, race, color, religion, sex, sexual orientation, national origin, age, veteran status, disability, or any other protected class. Please refer to NSAC's [Statement of Racial Equity](#).***

*\* For detailed descriptions of the Grassroots Council and Diversity Committee, visit this link:  
<http://sustainableagriculture.net/about-us/organizational-structure/>*

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