Senior Program Associate, Resilience & Wealth Building

**Status:** Full-Time, Non-Exempt  
**Reports To:** Senior Program Manager, Resilience & Wealth Building  
**Supervisory:** Non-applicable  
**Primary Office:** Remote or in the office with regular travel throughout the Central Coast. Must be based in the Central Coast.  
**Salary:** Salary range is $65,000 - $80,000 commensurate with experience.

**JOB SUMMARY:**

Join California FarmLink to support the prosperity of California farmers, ranchers, and fishers, ensure equitable access to economic opportunity, and support environmental stewardship and vibrant local food systems.

The Senior Associate is a critical member of the Resilience and Wealth Building (RWB) team. The Resilience and Wealth Building team runs three educational courses throughout the year, in English and Spanish, providing a comprehensive overview of farm business management. The RWB team also develops and delivers additional, more advanced programming for those who have completed an introductory class.

These education programs assist farmers, ranchers, and fishers in understanding the legal and financial structures of their businesses. Our programs help clients establish practices that will ensure the farm, ranch, or fishing business is resilient to financial and legal risks, and able to remain viable over the long term.

The Senior Associate plays a key role in supporting FarmLink’s education programs, both in Spanish and English, as well as directly serves farmers, ranchers, and fishers. This role will work closely with the Senior Associate and Senior Program Manager to support administration of the Resilerator (virtual, October-December), El Resilerador (in person, January-March), and pilot a new advanced educational program.

This is a non-exempt full-time position at 40 hours per week, based in the Central Coast. Travel throughout the state for meetings and events is sometimes required (see compensation policy below.)
**ESSENTIAL DUTIES AND RESPONSIBILITIES**

- Support RWB team with administration, organization, and management of existing education programs, specifically the Resilerator and Resilerador programs.
- Support RWB team in promoting and recruiting for educational programs
  - Make calls, texts, and emails to clients
- Support program management, which includes management of data through CRM (SalesForce) and other software, communication with participants, providing technical assistance, and more.
- Support the maintenance and development of educational resources including applications and forms, recorded webinars, published written materials, templates and worksheets to support client learning and access to programs, in English and Spanish.
- Work closely with the Communications Department to ensure these materials are functioning as intended on our website and to support ongoing messaging about the availability of these resources.
- Work closely with the Loan Department to connect clients to loan programs and other assistance.
- Support farm, ranch, and fishery businesses with technical support, online application, and form submission.
- Attend and support the facilitation of in-person, virtual, and hybrid group educational programs and workshops, including three established multi-month educational programs, and a variety of specialized follow-up workshops and advanced educational offerings.
  - Programs actively run from October thru April
  - Make catering orders, take attendance, track participation
  - This role specifically supports our in person programming from January-April in the Central Coast and requires travel to weekly classes.
- Assist farm businesses with accessing FarmLink programs, program incentives, technical assistance, and referrals.
- Support colleagues with implementation of client surveys and data collection as needed.
- Participate in and lead new program development, focused on accounting, bookkeeping, and cash flow practices.
- Support FarmLink’s involvement in partner conferences through workshop coordination, logistics planning, and communication with partners.
- Support FarmLink’s Business Skills Advisor in delivery of one-on-one technical assistance to education clients.
- Support RWB team with data management, evaluation of, and reporting on RWB programs.
- Support English and Spanish translations of educational resources.

**REQUIRED QUALIFICATIONS**

- Ability to clearly communicate the written and spoken word with tact, diplomacy, and/or clarity fluently in English and Spanish
- Education and/or work experience related to agriculture, community development, environmental studies, educational programs, or other related fields
- Excellent interpersonal skills, comfortable working with people of varied cultural backgrounds including those with limited or no English proficiency
- Background or work experience in small business financial management, specifically accounting and bookkeeping
DESIRED QUALIFICATIONS

- AA or a Bachelors degree in business, agriculture, community development, education, environmental studies, agronomy, or other related field, or the equivalent combination of education and work experience
- Highly organized and self-directed problem-solver able to create timelines and structure while remaining flexible and adaptive
- Knowledge and experience using Google Suite tools
- Knowledge and experience using CRM software (i.e. Salesforce) and other softwares a plus
- Ability to travel to and attend occasional in-person classes, conferences, and meetings in the Central Coast (and throughout the state). Personal car is preferred. California FarmLink will reimburse you for mileage and expenses based on federal travel and per diem rates.

Applicants who do not meet all of the qualifications are still encouraged to apply.

California FarmLink offers a generous benefits plan, including health insurance after 30-60 days (depending on start date), employer contribution to 403b retirement plan, 10 days paid vacation, and a flexible work environment. California FarmLink maintains a drug-free workplace and is an equal opportunity employer. We seek candidates that represent the diversity of the communities we serve, and strongly encourage those from diverse backgrounds and from historically underserved communities to apply.

How To Apply
Please use the subject line “RWB Senior Associate” to email a thoughtful cover letter explaining your interest in the position and organization with your resume to: humanresources@cafarmlink.org. No phone calls please.
Applications will be considered on a rolling basis, we encourage you to apply as soon as possible.
Posted May 3, 2024 with an anticipated start date of July 8th, 2024.

Who We Are
California FarmLink invests in the prosperity and well-being of farmers, ranchers, and fishers who have limited access to financial resources. FarmLink envisions a healthy food system where farmers and ranchers have opportunities to build wealth and conserve natural resources. We strive for equitable access to opportunity, resilient working landscapes, fairness and accountability, and learning from small farmers and ranchers from all walks of life. As a 501(c)(3) non-profit Community Development Financial Institution (CDFI), FarmLink has established one of the nation’s most robust economic engines to support farmers of color and invest in the success of small farms, ranches, and fishing businesses in California.
FarmLink is a growing, fast-paced organization made up of energetic professionals dedicated to making change in their communities. We strive to foster a collaborative, team-oriented workplace that supports innovative and entrepreneurial approaches to small business development. FarmLink seeks people inspired by a passion for issues of sustainability, regenerative agriculture, and social equity in California agriculture.

We believe that in order to advance our vision for a more inclusive, equitable food and farming system, we must likewise strive for a diverse, equitable and inclusive work environment that is
supportive, transparent, and positive. We value curiosity, open communication, collaboration, and continuous learning from each other and the clients we serve. Each new addition to our team is a valued opportunity to bring new perspectives and approaches to meeting our mission, and we intentionally seek professionals with diverse life experiences that bring new points of view to help improve our services to the community. All Board and staff members abide by and practice our Values and DEI Principles in their daily work.