



**Position Announcement:  
Director of Network Relations, Roots of Change**

Roots of Change (ROC) develops and provides resources to a network of leaders and institutions in California who agree to collaborate in pursuit of a sustainable food system by the year 2030. This network involves food producers, businesses, nonprofits, communities, government agencies, and foundations that share strategies, objectives, and a commitment to changing mental models, markets, and policies that shape the food system.

**Description of Position**

The Director of Network Relations provides network and technical support to the ROC Community and expands the ROC Leadership Network, a growing statewide community of up to 40,000 leaders working in pursuit of ROC's goals. The Director of Network Relations directs all tasks associated with network development and maintenance, including: continuous growth and maintenance of the network database, development of online tools for community use, timely production of the regular e-newsletter, production of network promotional materials and production of regional meetings of network members and potential members. This position reports to the President.

**Key Responsibilities**

1. Develop and direct strategy to expand the Leadership Network in accord with annual growth targets.
2. Develop annual budget for developing and managing the Leadership Network including providing web presence for ROC funded groups and activities.
3. Coordinate and produce Leadership Network e-newsletter every six weeks.
4. Direct continuous improvement of [www.ROCFund.org](http://www.ROCFund.org); manage a communications and content consultant who will write and post updates.
5. Direct ROC Planning Fellows program and their continuous refinement of the statewide New Mainstream Campaign Strategy using web 2.0 tools.
6. Plan and coordinate outreach and recruitment meetings for Leadership Network members; Develop recruitment materials to drive users to join network.
7. Work with Social Networking consultant to populate and expand the California Food Systems Network on the WiserEarth platform.
8. Communicate continuously with key leaders in the ROC Community both online and by telephone to maintain relationships and promote network growth.
9. Use ROC wiki pages and other online tools for meeting preparation; train other members of the ROC community on wiki and other tool use.
10. Collaborate with Director of Development for periodic on-line fundraising campaigns.
11. Participate in meetings of the ROC Coordinating Team, Leadership Network, and Stewardship Council.

### **Skills & Qualifications**

- Web and IT professional
- Bachelor's Degree required, IT, design, or communications degrees preferred
- Three years experience with on-line community growth and management
- Five years experience with on-line tools and applications, e.g. wikis, Salesforce, ConstantContact; knowledge of HTML a plus
- Adept with Mac platform and with MS Word, Excel, PowerPoint, and Outlook
- Design experience; adept with desktop publishing tools such as InDesign and Adobe Photoshop
- Familiarity with WiserEarth.org a plus
- Ability to work with a diverse team in a fast-paced environment with focused and energetic colleagues
- Excellent organizational skills; strong attention to detail; ability to stay focused in busy work environment and coordinate multiple assignments
- Excellent written and oral communication skills
- Ability to travel 4-6 times per year
- Experience in sustainable agriculture/food systems and/or environmental work a plus

Position location: San Francisco

Expected Start Date: June 2, 2008

Salary: Salary and benefits are competitive.

**Please submit a cover letter and resume to Nicole Mason at [nicole@rocfund.org](mailto:nicole@rocfund.org), or mail to her attention:**

Roots of Change  
221 Kearny Street, 3<sup>rd</sup> Floor  
San Francisco, CA 94108

**Submission Deadline: May 5, 2008**

Roots of Change is a project of The Trust for Conservation Innovation (TCI). Roots of Change/TCI is an equal opportunity employer.

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