Roots and Recipes website manager job summary, July 2022

The Lake Superior Sustainable Farming Association (LSSFA) (501(c)(3)) is seeking a qualified applicant for a fully remote, independent website manager for RootsandRecipes.org. Compensation: $2,000. To start immediately; project will last 4-8 months. Reports to LSSFA Chapter Coordinator.

LSSFA is a coalition of producers and consumers moving farm practices and food systems into a sustainable future. We encompass northeast Minnesota and northwest Wisconsin. More information can be found at the following website: https://www.sfa-mn.org/lake-superior/. Roots and Recipes (https://www.rootsandrecipes.org/) showcases recipes for locally harvested produce and directs area eaters to area producers’ websites. Our plan is to gather as many recipes from regional farmers and eaters that feature local foods and promote the enjoyment and sales of local produce in order to foster a robust local food system.

This part time position involves keeping the site up-to-date weekly, recipe solicitation, inputting recipes into the website, inputting area farm websites into the site, and related activities. You will be representing LSSFA and contributing to ongoing regional partnerships. You will initiate monthly meetings with supervisor to check in about your progress.

This position is fully remote. We expect 5-10 hours per week initially, and then hours may fluctuate. As an independent contractor (not an employee), you will invoice for your time and be responsible for all taxes owed on your earnings. We expect roughly 100 hours of work total, and for you to bill us every month or for every $500 owed, up to $2,000 total. There is potential for more work with future grant funding.

Project tasks:
- Website updated every week, with new, seasonally-appropriate recipes featured on home page.
- 20 new recipes added to website each month, (includes soliciting recipes, posting to website with photos, credits, etc.)
- Publicizing on LSSFA Facebook page once/week
- Create recipe cards to print
- Create website advertisement and seek appropriate ad venue(s)

Required qualifications:
- Your own computer
- Access to internet
- Website experience, graphic design and social media experience.

Preferred qualifications:
- Reside within the LSSFA region, rooted within our community, knowledge of local food system and regional farms
- Strong writing and language skills
- Able to work independently, self-motivated
- Grant-writing and budget management experience.
- Understanding of laws around content use, copyright, etc.
- Education: minimum GED/highschool diploma. Ideal candidate would have a bachelors or equivalent experience.

Interested applicants should submit a resume and samples of work with a letter of intent to LSSFA Coordinator Julie Allen at: lakesuperior@sfa-mn.org