



Perth City Farm  
1 City Farm Place  
East Perth WA 6892  
Tel: +61 8 9325 7229  
Web: [www.perthcityfarm.org.au](http://www.perthcityfarm.org.au)

**POSITION:** Education Coordinator  
**REPORTS TO:** Farm Manager  
**HOURS:** Part time 15 hours per week

**CLASSIFICATION:** Social, Community, Home Care and Disability Services  
Industry Award 2010, Level 4  
Part time fixed term 12-month contract from May 2021, with possibility of extension

**POSITION CONTEXT:**

Perth City Farm is a non-profit community environmental centre that provides space and opportunities to build community connections and educates and enables people to live sustainably. Our East Perth site is Perth's original sustainability hub, but our work extends out through the city with education and City Greening projects.

In 2021 we will commence our 'Community Education Hub' project to provide the Perth community with opportunities to connect and learn through volunteering, workshops and tours and special events at Perth City Farm.

**PURPOSE AND FUNCTION:**

The Education Coordinator is a key staff person working in a small team to deliver our 'Community Education Hub' project. The role will grow Perth City Farm's education programming; organising talks, workshops, school holiday activities and tours that teach 'kinder living' skills. Kinder living skills include things like organic gardening, permaculture practices, sourdough bread making, recycled crafts and bicycle maintenance.

The successful applicant will be someone who is excited to drive the education program with good ideas, realistic expectations and the ability to grow this key enterprise so the role can be self-funding.

**MAIN DUTIES AND RESPONSIBILITIES:**

- Plan an annual calendar of public workshops and school holiday activities that teach 'kinder living' skills, finding new topics to interest the community
- Recruit new workshop and activity Instructors and support them to deliver
- Promote the workshops and school holiday programming to drive ticket sales using tools such as press releases, social media, print materials
- Promote farms tours directly to Perth schools and adult social groups and drive an increase in enquiries
- Respond to tour enquiries, book the tour guide and lock in the booking
- Promote external education opportunities to potential customers, including local government and community organisations
- Provide quotes for custom external education opportunities and drive bookings

- Manage the delivery of external education bookings using contracted Instructors
- Develop a corporate team building offering, promote it and manage bookings
- Manage the evaluation of education programming using surveys

## **REPORTING**

- Contribute to board and funder reports using evaluation data
- Track progress using 'action tracker' spreadsheets

## **ORGANISATIONAL MANAGEMENT AND TEAMWORK**

- Participate in staff meetings and staff development workshops when required.
- Work in a flexible, collaborative and positive manner with other team members for optimum outcome for Perth City Farm.

## **OTHER RELATIONSHIPS**

Engage with various staff of other Organisations including State and Local Government when required.

## **PHYSICAL DEMANDS & WORK ENVIRONMENT**

You will be required to deal with people from all walks of life and will always be expected to demonstrate the values of respect, non-judgment, compassion and kindness in all interactions with volunteers, clients, visitors and staff of Perth City Farm.

## **SELECTION CRITERIA**

### **Essential**

- Keen interest in 'kinder living skills', sustainability and community connection
- Experience delivering education/training for children or adults
- Strong up-to-date social media marketing skills
- Highly organised and skilled at prioritising competing demands
- Excellent written and verbal communication skills and able to communicate with a diverse range of people
- Comfortable using online programs like Canva and Google Forms and can quickly pick up new ones
- Entrepreneurial mindset, can see opportunities for improvement and grow an enterprise
- Working with Children Check (or ability to obtain one)
- Competent in using the Microsoft Office package

### **Desirable**

- Formal education qualification or knowledge of school curriculum in Western Australia
- Experience working in the not-for-profit sector
- Experience developing and managing small budgets
- Existing networks in the Perth sustainability or community service sectors
- Senior First Aid

## **CONDITIONS OF EMPLOYMENT**

Social, Community, Home Care and Disability Services Industry Award 2010 in conjunction with the National Employment Standards