

## Statewide Agritourism Coordinator

### UC Sustainable Agriculture Research & Education Program (UC SAREP) - Academic Coordinator II

#### Position Overview

The University of California, Agriculture and Natural Resources (UC ANR) invites applications for a **Statewide Agritourism Coordinator**, University of California Sustainable Agriculture Research & Education Program (UC SAREP), **Academic Coordinator II**.

**Location Headquarters:** UC ANR, Davis, California

#### Purpose:

The Statewide Agritourism Coordinator will provide academic expertise and statewide coordination for agritourism activities, with integration across SAREP programs (Small Farms Network, Master Food Preservers, Organic Agriculture Institute, and SAREP's food systems and on-farm conservation programs).

#### Major Duties and Responsibilities

- Coordinate a program in support of California's on-farm agritourism businesses. Topics include policy affecting on-farm commercial activities; marketing strategies; local, state, and national resources for agritourism; business planning; regional food systems; small farm viability; and farmer-to-farmer networking. Constituents include small- to mid-scale family farms operating agritourism businesses; technical assistance provider organizations; local, state, and federal agencies; nonprofit partner organizations; policy makers; and academic partner institutions.
- Develop and deliver educational programming in a variety of formats to address a range of challenges for agritourism in California and work to create solutions through extension education, policy engagement, and public and private partnerships.
- Lead a statewide network of agritourism stakeholders and develop and maintain online resources to support agritourism available throughout the state.
- Lead statewide trainings reaching diverse audiences and develop and deliver presentations at professional meetings and co-author policy communications.
- Coordinate and lead statewide workshops, webinars, and field days; inform UC SAREP strategic planning efforts related to food systems and economic development; and may supervise grant-funded staff.
- Manage collaborations for research and education benefiting agritourism operations with ANR academics and partner organizations.
- Responsible for SAREP's agritourism programming and will determine program directions with guidance from the Associate Director for Sustainable Food Economies and the UC SAREP Director.
- Chair the Agricultural and Nature Tourism Workgroup.
- Generate funds through preparing grant applications to support agritourism activities, both individually and collaboratively. Manage budgets of grants focused on agritourism and coordinate use of funds among partner organizations.

**Counties of Responsibility.** This position is focused on work across the State of California and will coordinate activities across multiple counties and regions.

**Reporting Relationship:** The Agritourism Coordinator serves under the administrative and programmatic guidance of the Associate Director for Sustainable Food Economics with additional input from the UC SAREP Director.

## Qualifications and Skills Required

### Required Qualifications

**Education:** A minimum of a Master's degree in community development, agricultural economics, policy, or a related field is required at the time of appointment.

### Additional Qualifications

- Experience in agricultural or rural tourism, marketing, and business planning
- Experience working with small-scale farmers and/or ranchers
- Experience conducting educational events such as workshops, webinars, or field days
- Experience in developing curriculum for agritourism or small farm operators
- Project management skills to manage multiple grant-funded projects and activities
- Advanced analytical and problem-solving skills to assess needs and adjust program methods
- Budget oversight and grant management experience
- Experience in securing and managing federal, state, and other external grants and contracts
- Experience in strategic planning and evaluating program methods, outcomes, and impacts
- Experience supervising employees
- Ability and means to travel on a flexible schedule as needed to counties, proof of liability and property damage insurance on vehicle used is required. Must possess valid California Driver's License to drive a County or University vehicle.
- This position has programmatic responsibilities statewide and is not a remote position; the candidate must be available to work onsite at the headquarters location and travel to and be present in other counties with programmatic responsibilities. Specific expectations for maintaining office hours in the geographic area covered by this position will be outlined upon hire by the respective directors and supervisors.

### Desired Qualifications

- Experience working with urban and/or beginning farmers
- Existing relationships/networks with CA agritourism operators
- Demonstrated success in developing or coordinating partnerships between academic institutions, public agencies, and nonprofit partner organizations
- Experience in securing and managing philanthropic funding and building relationships with private donors

### Skills Required

To be successful Academic Coordinators require skills in the following:

## Technical Competence and Impact

Demonstrated content expertise in community and economic development, marketing, and agricultural business. Familiarity with food and agriculture policies and knowledge of challenges faced by CA agritourism operators. Experience in coordinating applied research collaborations and collaborating on multidisciplinary and/or multi-state projects with a diverse range of collaborators.

## Communication

Demonstrated excellence in written, oral, interpersonal, and virtual communication skills. Experience in outreach methods and extension education reaching a diversity of clientele. Ability to design educational materials and curriculum targeting small- to medium-scale farmer audiences.

## Collaboration, Teamwork and Flexibility

Demonstrated ability to work collaboratively as a team member with others in a shared leadership model. Able to adapt as circumstances warrant. Promote diversity, equity and inclusion.

## Lifelong Learning

Demonstrated commitment to ongoing professional improvement, both professionally and as a person.

**Learn more about Skills and Areas of Programmatic Review** (including Professional Competence, University and Public Service and Affirmative Action and DEI) at: [https://ucanr.edu/sites/Professional\\_Development/files/355229.pdf](https://ucanr.edu/sites/Professional_Development/files/355229.pdf)

## About UC ANR

UC ANR is a division of the University of California (UC) system that bridges the gap between local issues and the expertise of the UC system by providing research-based information, educational programs, and technical expertise to the public in areas such as agriculture, natural resources, nutrition, and youth development. UC ANR is part of a nationwide Cooperative Extension network, which began in the early 20th century to connect research from land-grant universities with the everyday needs of people in communities across the United States. Today, we collaborate with farmers, ranchers, diverse communities, youth and adult educators, and policymakers to address local and statewide issues related to food systems, water, climate change, and sustainable agriculture through a statewide network of campus-based researchers, county-based Advisors, and community educators. Our mission is to cultivate thriving communities, sustainable agriculture, resilient ecosystems, and economic prosperity in California and globally through equitable generation and sharing of collaborative, science-based solutions. Over 250 UC ANR academics conduct research, extension, and education serving all 58 counties from 70+ locations, including county-based UCCE offices, 13 statewide programs and institutes, and 9 research and extension centers. By working and living among those we serve, UC ANR expands the University of California's reach to engage all people and communities in California, ensuring equal access to the resources UC has to offer. Our vision is that UC ANR will be valued in every California community for meaningful engagement and making a positive difference in people's lives.

## Learn more about

- [UC ANR](#) and [UC ANR Mission Statement](#).
- UC ANR administers [Statewide Programs and Institutes](#) that focus research and extension on solving priority problems that engage ANR academics and UC faculty in integrated teams
- UC ANR [Strategic Initiatives](#) help unify, communicate, and advocate for the work we do.

- UC ANR UC ANR uses seven [Public Value statements](#) to communicate how our work makes a difference to the public.
- UC ANR academics are expected to share and exhibit UC ANR’s commitment to UC ANR’s [Affirmative Action policy](#)
- UC ANR academics are expected to share and exhibit UC ANR’s commitment to [Diversity, Equity and Inclusion](#)

The University of California Agriculture and Natural Resources is committed to attracting and retaining a diverse workforce and will honor your experiences, perspectives and unique identity. We encourage applications from members of historically underrepresented racial/ethnic groups, women, individuals with disabilities, veterans, LGBTQ+ community members, and others who demonstrate the ability to help us create and maintain working and learning environments that are inclusive, equitable and welcoming.

## Salary & Benefits

**Salary:** The salary will be in the Academic Coordinator II series from **Step 1 - \$81,633 to Step 8 - \$113,367** annually. The Step placement in this series is based on experience and professional qualifications. For information regarding the Academic Coordinator series salary scales, please refer to: <https://www.ucop.edu/academic-personnel-programs/files/2024-25/july-2024-scales/t36-ii.pdf>

This appointment is a limited term appointment. The merit cycle is every two years. The performance in the position will be evaluated annually. The position will be extended based on the continued need for the position, performance and availability of funding.

**Benefits:** The University of California offers comprehensive benefits including health insurance, retirement plans, two days per month paid vacation, one day per month paid sick leave, and paid holidays. For more information, refer to the UC Benefits website at: <https://ucnet.universityofcalifornia.edu/compensation-and-benefits/index.html>

## How to Apply

If interested in this position, please visit: <https://recruit.ucanr.edu/> and choose “applicants” (refer to position #24-18)

Closing Date: To ensure full consideration, application packets must be received by **December 17, 2024** (open until filled).

## Questions?

Contact Tatiana Avoce; email: [tavoce@ucanr.edu](mailto:tavoce@ucanr.edu)

“Please note that successful applicants are responsible for ensuring work authorization without need of employer sponsorship for the duration of the appointment period.”

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*University of California Cooperative Extension*

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As a University employee, you will be required to comply with all applicable University policies and/or collective bargaining agreements, as may be amended from time to time. Federal, state, or local government directives may impose additional requirements.

The University of California is an Equal Opportunity/Affirmative Action Employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, age, protected veteran status or other protected categories covered by the UC nondiscrimination policy.

As of January 1, 2014, ANR is a smoke- and tobacco-free environment in which smoking, the use of smokeless tobacco products, and the use of unregulated nicotine products (e-cigarettes), is strictly prohibited.