

## Events Support Specialist

**Mission:** Cultivating environmentally sound, economically viable, community-focused farms and food systems

**Position overview:** We're seeking a service-oriented individual who thrives in a team setting, and loves forms and spreadsheets, to fill the role of our Events Support Specialist. The purpose of this role is to manage our event planning and delivery systems and processes to support Pasa's work in creating valuable, welcoming, and accessible in-person and virtual event experiences. Pasa's year-round events include our Sustainable Agriculture Conference as well as 40 to 60 in-person and virtual trainings and community gatherings.

This position will help Pasa strategically grow our events capacity by working with our Associate Director for Events to design, refine, and implement our event planning processes and tools, working with the staff as well as external partners and committees to build our programming, and contributing to our post-event reviews with data analysis and report writing. Additionally, this role will coordinate with our communications team to promote our events and our fundraising team to serve and recognize our event supporters.

This is a primarily remote position that requires attendance for quarterly in-person all-staff meetings, generally held in central Pennsylvania. Pasa offices are also available in Harrisburg and Philadelphia. All employees are required to attend our annual Sustainable Agriculture Conference, which takes place each February in Lancaster, PA. Some additional travel in or near Pennsylvania may be required to assist with events and meet with members of the Pasa team. Employees must comply with Pasa's remote employee policies. All staff are required to be vaccinated for COVID-19 within 30 days of hire and maintain COVID-19 booster shots as they become eligible.

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### Responsibilities

- Build registration forms and monitor registrations, ensuring accurate translation of information between our event registration systems (Cvent, FormAssembly) and our CRM (Salesforce).
- Collect registration payments in a timely manner. Process refunds as outlined by our refund policy (Authorize.net). Process requests for financial support and track funds to ensure we stay on budget (Google sheets, Salesforce, Cvent).
- Draft, schedule, and monitor event communications sent to registrants.
- Manage the collection and use of event data from attendees, scholarship recipients, speakers, sponsors, exhibitors, and advertisers.

- Assist with promoting our events, including creating event pages on Pasa's website (Wordpress) and generating our paid Facebook/Instagram posts.
- Support virtual programs through meeting/webinar hosting, recording/pre-recording, and video editing (Zoom).
- Support in-person programs through logistical support for meals and supplies, as well as occasional attendance to assist on-site.
- Support the build out of our mobile/online conference guide (Cvent).
- Provide timely and friendly technical and administrative assistance to attendees, partners, and Pasa staff through email, phone, and virtually.
- Create internal and external reports. Compute key statistics to help track engagement and performance.
- Meet regularly with the strategic services, conference, and events teams, and semi-regularly with the full staff.

### **Qualifications**

- Excellent email, phone, and in-person communication and customer service skills
- Familiarity with CRM databases, Salesforce preferred but not required
- Proficient in use of virtual event/meeting technology (e.g. Zoom, Cvent, Google Meet)
- Proficient in using complex formulas for data management in spreadsheets (Microsoft Excel or Google Sheets)

### **Preferred qualifications**

- Event planning experience
  - Familiarity with Google Workspace (Gmail, Calendar, Drive, etc.)
  - Basic website maintenance (WordPress, Wix, SquareSpace, etc.)
  - Experience with basic video editing and YouTube
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**Compensation:** This is a full-time, salaried, exempt position with competitive benefits including paid holidays, paid time off, healthcare, a flexible schedule, and retirement match after six months. Annual compensation is negotiable: \$38,000-\$42,000, depending on skills and experience. Mileage is reimbursed at the federal rate and a work computer is provided. Pasa will provide orientation and training in the various systems and softwares this position will use.

**How to apply:** We are committed to advancing diversity, equity, inclusion, and justice through our hiring practices. This entails reviewing application materials anonymously (without the applicant's name exposed) to help prevent potential unconscious bias. Please adhere to the following protocol when submitting your application materials:

- **Step 1:** [Complete this short questionnaire.](#)
- **Step 2:** After completing the above questionnaire, you will receive an applicant ID number. This number is unique to you and your application.

- **Step 3:** Name your resume as “[Applicant ID] Resume” (e.g. 12345 Resume). Please do not include any part of your name in the file name (e.g. don’t use “Doe 12345 Resume”).
- **Step 4:** Name your cover letter as “[Applicant ID] Cover Letter” (e.g. 12345 Cover Letter) Please do not include any part of your name in the file name (e.g. don’t use “Doe 12345 Cover Letter”).
- **Step 5:** Email [jobs@pasafarming.org](mailto:jobs@pasafarming.org) with your cover letter and resume attached as outlined above.

Interviews will be held remotely starting June 1st. This position can begin as soon as a candidate is secured.

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## **Employee value statement**

**We are passionate about effectively advancing our mission.** We value employees who:

- share our passion and can clearly communicate the value of our work to others;
- consider how we can do things smarter and more efficiently;
- anticipate and address roadblocks or other challenges;
- stay current on trends in the field;
- embrace and accommodate change; and
- continuously advance their knowledge and skills through professional development.

**We strive to create a work culture that promotes both independence and collaboration.**

We value employees who:

- are committed to fostering a connected, respectful, and responsive work environment, whether work is being conducted remotely or in person;
- exemplify honesty and integrity;
- possess excellent interpersonal skills;
- exercise good judgment and take initiative when needed; and
- can recognize when to ask others for advice, feedback, or support.

**We take pride in the quality of our work.** We value employees who:

- consider the big picture while paying close attention to accuracy and detail;
- can clearly and thoughtfully communicate in person and in writing;
- are highly organized; and
- thrive in a fast-paced, professional work environment.

**We are an equal opportunity employer** and encourage Black, Indigenous, and people of color; LGBTQ+ people; veterans; people with disabilities; people who have been formerly incarcerated; and members of other underrepresented or underserved groups to apply.