

Haverford House Fellowship

REPORTS TO: Director of Gardener Engagement

POSITION SUMMARY:

The Pennsylvania Horticultural Society (PHS) works to connect people with horticulture and together create beautiful, healthy and sustainable communities. Among the many initiatives of PHS, the PHS Gardener Engagement team is responsible for efforts and initiatives to inspire, enable, and engage home gardeners in gardening with purpose – for the wellbeing of people, families, neighborhoods/communities and our region’s ecology. The Haverford House Fellow will work alongside this team with a primary focus on strategies to improve PHS’ knowledge management, information services, and related engagement (in-person and online) with and for our region’s home gardeners.

ESSENTIAL FUNCTIONS:

- Information/knowledge needs assessment, inventory, analysis, strategizing
 - Conduct a home gardener information/knowledge needs assessment, using both primary and secondary data sources; the assessment should also consider preferred modes of engagement with gardening information/knowledge – how do gardeners want to receive and interact with gardening information/knowledge?
 - Conduct an inventory of home gardener information/knowledge resources available through PHS and other major regional home gardener resources;
 - Conduct benchmarking of comparable organizations that provide community information/knowledge and related engagement activities and programming;
 - Coordinate with the marketing team and other PHS departments for input;
 - Identify strengths, gaps, and opportunities in PHS offerings and delivery methods; work with the gardener engagement team on strategies and related planning;
- Gardener engagement implementation and evaluation
 - Assist team members in the implementation of the strategy, including the development of related tools (such as online information and education) and implementation of programming, activities, events, exhibits, etc.
 - Assist in putting monitoring and measurement systems in place to inform progress toward goals and assist in future planning.
- Other
 - Participate in PHS meetings and trainings as requested, as well as meetings with key stakeholders and partners;
 - Support coordination of volunteers in the PHS McLean Library and other Gardener Engagement activities;
 - Be available for occasional evening and weekend assignments (such as meetings, programs or events);
 - Perform other related duties as assigned.



SUPPORTIVE FUNCTION AND RESPONSIBILITY

- Respect and adhere to PHS Values related to impact, welcome, respect, sustainability, responsibility and community;
- Participate in PHS events throughout the year including the Philadelphia Flower Show;
- Promote the work of PHS Programs locally, regionally, and nationally;
- Communicate and implement the organization's strategies, policies, and procedures to staff;
- Comply with the organization's policies and procedures;
- Promote and apply teamwork skills;

EDUCATION, EXPERIENCE AND SKILLS REQUIRED:

- Experience in community engagement and education, and/or knowledge management and dissemination;
- Excellent interpersonal and writing skills for communication with various constituencies including and not limited to team members, partner organizations, and home gardeners representing diverse groups across race, culture, language, class and urban/rural divides;
- Some knowledge or familiarity with gardening (does not require formal training);
- Outstanding organization skills, attention to detail and ability to handle multiple priorities in a timely and reliable manner;
- Spanish language a plus;
- Familiarity with the Philadelphia region a plus;
- Valid driver's license and a clean, safe driving record;
- Flexibility and good sense of humor;
- **Must be committed to the mission of the Pennsylvania Horticultural Society.**

ABOUT THE PENNSYLVANIA HORTICULTURAL SOCIETY (PHS)

The Pennsylvania Horticultural Society, a not-for-profit organization founded in 1827, is a diverse community of people who use horticulture to advance the greater good. We are specifically focused on advancing four impact priorities tied to the greater good – creating healthier living environments, increasing access to fresh food, expanding economic opportunity, and building deep social connections among people. PHS delivers impact through four platforms: neighborhood gardening, tree planting, and greening programs in more than 250 neighborhoods throughout the Philadelphia region; a network of public gardens and landscapes; learning and engagement opportunities for gardeners; and the Philadelphia Flower Show. This work is supported by time, money, and passion contributed by individuals, PHS members, foundations, and partners from the business, non-profit, and government sectors. Everyone is invited to play an important role in advancing our cause by becoming a PHS member, volunteering your time, offering financial support, and gardening for the greater good in your own community and in your own backyard. To get involved, please visit [PHSonline.org](https://www.phsonline.org).

Contact Information:

Julia Thomé
Director of Gardener Engagement
(443) 929-5666
jthome@pennhort.org