



Executive Assistant

The Organic Gardener Ltd.

The Organic Gardener Ltd. (TOG) creates beautiful and productive organic edible gardens. Since 2005, we've built well over a thousand vegetable gardens in and around Chicago utilizing a full line of customized services - design, installation, maintenance, and education.

Based in the North Shore suburbs of Chicago, our team's reach extends to a wide variety of clients throughout the Midwest region. We work with families to create suburban and urban home gardens in yards and unique spaces. And we partner with non-residential groups like corporations, schools, restaurants, and non-profit organizations to craft public food production projects with accompanying educational programming. Come grow with us!

The Executive Assistant serves as the President's "right hand" while also providing support to the rest of the TOG team and to our roster of clients. Focuses of the role include:

Assistant to the President

- Maintain constant daily contact with the President, both in-person and by phone
 - Share regular updates with one another about ongoing projects
 - Develop and refine a mutual communication system that allows for these updates
- Manage email inbox and correspondence
 - Provide answers to all incoming messages within 24 hours
 - Act as a writing partner and sounding board
 - Identify priority items and ensure that President addresses these items
 - Respond as both President and yourself as fit
- Coordinate President's schedule and calendar
 - Set and confirm appointments
 - Be aware of short-term and long-term flow
- Maintain an organized contacts system
- Drive with President to relevant events/meetings
- Record notes at relevant events/meetings, coordinate follow-up
- Screen incoming calls, take messages, return calls

Sales Support

- Aid in tracking new sales from initial point of contact through to execution
- Take incoming phone calls/email inquiries, explain TOG's services, build rapport with potential clients
- Manage online client database to store client contact information and track project progress
- Coordinate site visits and consultations for TOG staff
- Aid in client relations and reflect communication in online database
- Provide support to leadership team as needed

Communications & Marketing

- Marketing
 - Craft written and visual promotional materials
 - In collaboration with the President, manage a relationship with the press - coordinate interviews, contribute photos, ghostwrite content
 - Maintain a cohesive voice that conveys the story, mission, and brand of TOG to the public
- Social Media
 - Manage all TOG social media accounts and aid with President's personal accounts
 - Create original content, incorporate photos and information from other TOG in-the-field staff
 - Develop rough schedules of content to include timely promotion of events/programs, appearances, media mentions, etc.
 - Manage weekly Instagram "takeovers" by TOG staff
 - Interact with public's comments/questions
 - Accrue additional followers on all platforms, track insights, create monthly reports to track progress and best practices
- Maintain and update Wordpress-based website
- Use MailChimp for client e-blasts, internal staff updates, and development of client newsletter
- Produce annual hardcopy holiday card
- Manage incoming in-kind donation requests

Events

- President's Presentations & Speaking Engagements
 - Act as point person for events coordination including scheduling, tech set up, promotion, and day-of execution
 - Collaborate with President to develop content (PowerPoint presentations, talking points) for speaking engagements on a variety of topics
 - Aid in sales of President's book, maintain adequate supply for upcoming events
 - Recruit colleges/universities interested in hosting President
- Internal Events
 - Coordinate annual staff gatherings including winter holiday party, spring gathering, summer garden-to-table dinner, and fall gathering
 - In collaboration with President, identify theme of each gathering and how to convey to attendees

Ideal requirements:

- Excellent organizational skills, attention to detail, and decisiveness
- Skilled written, verbal, and visual communicator
- Grounded, patient nature
- Resourcefulness, initiative, and a creative entrepreneurial spirit
- Ability to juggle multiple priorities with grace - predict challenges, plan strategically, and operate flexibly
- Works well both independently and collaboratively
- Passion for the seed-to-table and edible education movements
- Familiarity with social media management, database management, and WordPress is a plus

Company is seasonal in nature - this is a full-time position with lighter off-season hours to start. Compensation commensurate with experience. Immediate start date.

To Apply: Send a resume, professional references, and a letter of interest to Julie Carlson, julie@theorganicgardener.net.