Foodwise
Education. Farmers markets. Community.

Director of Education

Foodwise is a nonprofit organization that champions an equitable and sustainable Bay Area food community through farmers markets and education programs. We envision a just and regenerative food future that nourishes all people, local economies, and the living earth.

We look for passionate, mission-driven individuals who believe that local food and education are key ingredients to happier, thriving communities and who believe in the power that these ingredients–and farmers markets–have to transform lives. We're able to achieve this mission because of the energy, insight, and care that our staff brings and shares with others.

Foodwise is seeking an experienced, passionate Director of Education who is accountable for the reach, quality, and impact of Foodwise's education programs, and who sets the department's direction in line with our strategic plan. You will coach and develop a team of educators in building and delivering mission-driven content for youth and adults to increase their understanding of and connection with food and sustainable agriculture. Education is at the heart of our work operating farmers markets (currently Ferry Plaza, Alemany, and Mission).

Foodwise's Education department works collaboratively with the Operations, Development, and Communications departments on organization-wide initiatives, including but not limited to grants, fundraising events, market programming, and more.

Importantly, Foodwise will be embarking on the design and construction of a new teaching kitchen at the Ferry Building within the next few years. This will involve a complete redesign of Foodwise's current outdoor kitchen space to transform it into a multi-purpose culinary and event space. The Director of Education will lead the programmatic vision and define requirements for the new teaching kitchen, in partnership with the ED and Operations team. They'll be re-envisioning education programming and the way we should structure our kitchen to accommodate programmatic growth.

Primary Responsibilities

Direct all aspects of the Foodwise Education Department (90%). Foodwise's existing educational programming consists of youth education with Foodwise Kids and Foodwise Teens,, and adult-oriented public education offerings like Seasonal Spotlight, Foodwise Demos, Foodwise Talks, and Foodwise Tours.

The Director of Education manages the Education team, and oversees two full-time positions:

- Youth Education Manager, who runs Foodwise Kids and Teens
- Culinary Program Manager, who manages culinary education at Foodwise's three farmers markets

Both of those Manager positions in turn oversee several people, including a part-time employee, a full-time annual Sustainability Service Corps position, and 3-5 yearly interns through the SFSU College Corps program, who collectively execute Foodwise's programs.

The responsibilities of the Director of Education fall into three main categories: Leadership and Strategy, Youth Education, and Public/Adult Education. Examples include:

Leadership and Strategy (35%)

- Own the Education department's annual work plan and goals in alignment with Foodwise's strategic plan, and report progress to the ED and leadership team
- Lead, coach, and develop the Education team, setting clear goals, holding regular 1:1s and performance conversations, and building capacity to deliver and grow programs
- Lead hiring, onboarding, and development for Education staff, and interns
- Maintain strong working knowledge of all programs to ensure continuity and lead when needed
- Conceptualize and trial new programming and classes (fee based and free) that aligns with Foodwise's existing programs, in anticipation of a renovated teaching kitchen
- Manage Education program grants in the form of budgeting, tracking expenses, data collection and analysis, as well as participate in identification, development, and application of grants and other funding resources with the Director of Development
- Define educational messaging to connect Foodwise programs to Foodwise brand and greater community in collaboration with Communications Director
- Represent Foodwise in local food coalitions and conferences, building partnerships that extend the reach of our education work.
- Serve as a member of Foodwise's leadership team, contributing to organization-wide planning, decisions, and culture
- Engage with the Board's Education Committee as a resource for strategic input, community connections, and program development

Youth Education (25%)

- Evaluate existing Foodwise youth programs to ensure alignment with overarching strategic plan, mission, and vision of the organization by implementing program evaluation, data tracking, and data analysis systems and workflows. Use findings to decide which programs to grow, adapt, or sunset
- Serve as liaison, ambassador, and spokesperson for Foodwise with partner organizations such as SFUSD, Opportunities for All, Japanese Community Youth Center, Enterprise for Youth, College Corps, etc.
- Track and manage program partnership timelines for MOUs, partner orientations, agreement forms, and facility use permits

Public/Adult Education (30%)

- Evaluate existing Foodwise public programming to ensure alignment with overarching strategic plan, mission, and vision of the organization by implementing program evaluation, data tracking, and data analysis systems and workflows
- Organize and lead public engagement initiatives that include farmers market cooking demos, food and farm tours, public talks, partner events, etc.

- Serve as liaison, ambassador, and spokesperson for Foodwise with farmers, food makers, chefs, and other community partners
- Support hiring of part-time coordinators, interns, and additional program personnel

Other Responsibilities (10%): The Director will work with Foodwise staff to support additional educational and general organizational activities, as needed. Examples include:

- Support Foodwise fundraising and farmers market events, such as Summer Bash, Sunday Supper, and quarterly Pop-Ups on the Plaza events with family-friendly educational activities
- Participate in team racial equity work and initiatives to advance Diversity, Equity, Inclusion, and Justice (DEIJ) framework and work plan, and actively work to advance DEIJ in education programs

About You

You are a passionate, strategic, and creative leader and educator with a gift for connecting with and inspiring people to become aware of their role in their local food system. You care deeply about food, the environment, social justice, and community building. You are a collaborative manager who can zoom out to see the big picture and plan strategically, while also stepping in to lead programs with both youth and adults. You're adaptable, hands-on, and able to respond thoughtfully and effectively when unexpected changes arise.

Skills and Qualities for Success in this Role

- At least 5 years of demonstrated expertise leading food, agriculture, and/or youth education programs, including at least 2–3 years managing and developing staff
- ability to implement educational vision and launch new projects aligned with Foodwise's organizational values
- Experience evaluating educational programs, including using data and feedback to strengthen programming and inform decisions
- Successful track record working with and managing teams and supervising others, including staff, interns, and volunteers
- Ability to establish and maintain great working relationships with a variety of constituents such as staff, students, teachers, school district administrators, funders, farmers market sellers, volunteers, donors, event attendees, chefs, and restaurants
- Foundational understanding of sustainable food systems, especially food access and food equity issues, with a clear sense of the Bay Area food landscape in particular
- Multi-cultural and/or multi-lingual competency and familiarity working with people from diverse backgrounds, particularly in San Francisco
- Excellent public speaking skills and comfort representing the Education team
- Enthusiastic, welcoming personality and an open-minded, can-do attitude
- Strong writing skills and attention to detail for a variety of correspondence such as professional emails, grant applications and reporting, policies and procedures, informational documents, and contracts
- Demonstrated experience managing project and program budgets
- Self-directed and accountable, punctual, adaptable, and comfortable making decisions, able to work both independently and in collaboration with fellow directors

Job Parameters

- **Type:** This is a full-time, exempt, salaried position based on 40 hours/week. The work week is generally Tuesday-Saturday, with some flexibility for a Monday-Friday scheduling when programming is not running. In-person work is generally Tuesdays, Thursdays, and Saturdays, with optional remote work generally on Wednesdays and Fridays.
- **Team:** Education, a team of 4 people
- **Reports to:** Executive Director
- **Direct Reports:** The role manages the work of the Youth Education Manager and Culinary Program Manager
- **Salary:** $100,000- $110,000 depending on experience.
- **PTO Policy:** Foodwise distinguishes vacation, holidays, and sick leave. Vacation accruals begin at 3 weeks annually (15 days); holidays are 13 days annually; sick leave is earned at 1 hour for every 30 hours worked.
- **Benefits:** Medical, vision, and dental care benefits are through Kaiser Permanente. Additional benefits include 401(k) plan with company match up to $1430 annually, pre-tax commuter benefit, $60 monthly wellness reimbursement stipend, and professional development allowance.
- **Location:** At the Ferry Building in San Francisco at least three days per week, with the ability to work remotely up to 2 days per week.

Foodwise is an Equal Opportunity Employer, committed to hiring a diverse workforce. All openings will be filled based on qualifications without discrimination to candidates based on race, color, sex, sexual orientation, gender identity, national origin, marital status, veteran status, disability, age, religion, or any other classification protected by law. Pursuant to the San Francisco Fair Chance Ordinance, we will consider for employment qualified applicants with arrest and conviction records.

To apply, please fill out this form by EOD 10/31/26. Position is open until filled. No phone calls, please. Thank you for your interest.