

Vital Communities
Valley Food & Farm Seasonal Project Coordinator 2018
Job Description
March 2018

Mission Statement:	Vital Communities engages citizens, organizations, and communities in creating solutions to our region's challenges.
Position Title:	Seasonal Project Coordinator
Responsible To:	Valley Food & Farm Program Manager
Location:	White River Junction, Vermont
Status:	Temporary, part-time, not eligible for benefits, non-exempt 24-32 hours per week (depending on workload), May 1-August 25

Since 2002, our Valley Food & Farm program has *fostered the relationships that make agriculture a vital part of daily community life*. Valley Food & Farm supports farmers by promoting the consumption of local food, facilitating events, assisting new and experienced farmers with business planning, and incubating innovative market strategies. We build relationships between farmers, consumers, and school children through public events, our online local food guide, farm to school programming, and market strategies that address both farmer and consumer needs.

The Valley Food & Farm Seasonal Project Coordinator will step in to a busy, fun team working on behalf of our local food economy. There will be work on the computer, in the office, and in the field with farmers' markets, community agencies, children, and farmers.

Essential Responsibilities:

The Coordinator will assist in the implementation of Valley Food & Farm's 2018 Farmers' Market projects, including Power of Produce Clubs, farmers' market EBT promotion program and the Upper Valley Farmers' Market Collaborative. The Coordinator may also perform outreach programming at local schools' summer meal locations.

We are seeking an outgoing person to assist with project implementation. The ideal candidate will be sociable, experienced in working with children and families of all income levels, able to do public outreach, and have a creative spirit.

Working closely with the Valley Food & Farm Team, the Coordinator will:

- Assist in the planning and execution of Power of Produce Clubs at three NH farmers' markets and two NH farm stands
- Assist in the planning and execution of public outreach activities at community locations serving low-income families, in order to encourage and incentivize families to visit the participating markets
- Support markets with volunteer training and development children's activities
- Collect data and materials from markets
- Other duties as assigned

Project Background:

In 2017-18 we will be coordinating a total of five Power of Produce (POP) Clubs for ages 5-12 at summer farmers' markets and farm stands. These are inspired by the successful Farmers' Market Coalition's Power of Produce (POP) Clubs and POP Club success at the Hartland, VT farmers' market. POP Clubs engage kids as produce shoppers and learners through weekly activities, "POP Bucks" to spend on produce, and fun. In addition to assisting markets in developing POP Clubs, we will engage low-income families in areas near the markets with outreach and incentives that encourage them to come to the

markets, join POP activities, and take advantage of existing market programs such as EBT tokens and Granite State Market Match. Our goal is to increase income for participating fruit and vegetable farmers, and to increase EBT use at the participating markets. The project is funded by the New Hampshire Specialty Crop Block Grant Program and the Healthy New Hampshire Foundation. We have also been awarded funding from the USDA's Farmer's Market Promotion Program grant (FMPP) that has allowed us to establish the Upper Valley Farmers' Market Collaboration. This Collaboration will increase vendor/market income and customer base through collaborative outreach, assessment, peer-to-peer learning, technical assistance, and marketing. Many of our participating markets are interested in launching POP clubs at their markets this year along with other marketing strategies like discount cards and group marketing.

Special Position Considerations:

This position requires availability during participating farmers' market hours as well as at community outreach events, and hence will require evening and weekend work especially during the summer months. This position requires access to transportation for meetings throughout Vermont and New Hampshire, and the ability to function in a traditional office environment including using a computer for long periods of time.

General Expectations of all Staff

- Understand and support the mission of Vital Communities as expressed by the Board
- Greet the public through all channels of communication with courtesy and respect
- Network with allied organizations and initiatives
- Coordinate and integrate efforts with staff working on other Vital Communities programs
- Actively participate in Vital Communities' planning, evaluation and development: including annual appeals, newsletter and annual reports, staff retreats and meetings, Board retreats and meetings (as invited), and other outreach systems including blogs and the website
- Work in a safe manner and report any safety hazards to the Executive Director
- Maintain individual work station and office in a clean, attractive manner
- Practice good work habits of flexibility, efficiency, punctuality, dependability, and confidentiality
- Strive to upgrade existing skills and learn new ones
- Employ good communication skills by sharing information, listening to others, and giving positive input
- Work as a team member by helping others and making suggestions for improvements

Support Available to All Staff

- Opportunity to set professional development goals with supervisor
- Regular meetings of Vital Communities staff

To Apply: Email cover letter, resume (PDF format) to HR@VitalCommunities.org. Staff will begin reviewing resumes April 9, 2018. Resumes and letters will be accepted until the position is filled.

Vital Communities is an Equal opportunity Employer and does not discriminate on the basis of age, gender, race, religion, national origin, veteran status, sexual orientation, or disability with respect to: employment, volunteer participation, and the provision of services.