



MAKING HEALTHY FOOD MORE
ACCESSIBLE IN THE BAY AREA

The mission of Fresh Approach is to create long-term change in local food systems by connecting California communities with healthy food from California farmers and expanding knowledge about food and nutrition. We accomplish our mission through a variety of programs, including Freshest Cargo, Healthy Food Healthy You (HFHY), and VeggieRx. Fresh Approach also promotes CalFresh use at Bay Area farmers' markets and helps promote Market Match, a farmers' market incentive program for CalFresh participants. For more information on our programs, visit: www.freshapproach.org.

Food Equity Program Manager

Fresh Approach seeks a dynamic **Food Equity Program Manager** who will report directly to the Executive Director. This Program Manager has the unique opportunity to develop and manage programs that build community support for issues related to the mission of Fresh Approach, such as food access, nutrition, and sustainable agriculture in a variety of community settings.

This multi-faceted position oversees key programs to promote and incentivize the use of public benefits at local farmers' markets.

Primary Duties:

- Develop strategies and conduct outreach to promote the use of public benefits (CalFresh/SNAP, EBT, and Market Match) at farmers' markets in the Bay Area
- Create project workplans and ensure that projects meet objectives within grant guidelines
- Develop partnerships and work closely with community organizations, government agencies, and farmers' markets throughout the Bay Area
- Work with Marketing & Promotions staff to develop outreach and promotional material for use at farmers' markets, nutrition classes, and community events
- Train farmers' market managers and volunteers on best practices related to CalFresh and Market Match
- Collect, input, and analyze program data using Microsoft Excel and Salesforce
- Submit monthly progress reports to funders and partners
- Collaborate with Fresh Approach team to identify fundraising opportunities, develop grant proposals and prepare budgets for government and foundation grants
- Contribute to Fresh Approach's newsletter, website, blog, and Facebook pages
- Participate in collaborative and regional meetings in the health, food access, and public benefit fields.
- Assist in community outreach by representing Fresh Approach at community events, health fairs, and nutrition classes
- Deliver messages which provide a greater understanding of California agriculture and its role in supporting local food systems, community health and nutrition, and communities of all incomes.
- Oversee Fresh Approach's Volunteer & Internship Program
 - Develop timelines for recruiting and filling volunteer and internship positions
 - Work with Volunteer Coordinator to respond to volunteer inquiries
- Perform other duties as assigned

Qualifications:

- Demonstrated interest in local food systems, public benefits programs, Certified Farmers' Markets or California agriculture
- Organized and detail oriented

- Proficient with computer applications such as Microsoft Word, Outlook, Excel, and social media platforms
- Demonstrated experience delivering and managing grant or contract-based programs
- Demonstrated experience in grant writing, budget management, and reporting
- Excellent communication skills, both in group and one-on-one settings
- Strong writing and editing skills
- Ability to work in a team-environment as well as independently
- Creativity, dependability and willingness to be flexible with schedule availability
- Experience working with diverse populations including recipients of public benefits

Desired Qualifications:

- Ability to build relationships and work with diverse groups of volunteers and community members
- Experience with Salesforce, WordPress and/or Microsoft Access database
- Experience teaching nutrition, cooking, or sustainable agriculture a plus
- Graphic design skills a plus
- Spanish, Chinese, or Vietnamese language abilities a plus

Requirements:

- This position requires the employee to work in an office environment and outside in all weather conditions.
- This position requires the employee to interact with farmers and other vendors, persons of various socio-economic backgrounds, and the general public.
- This position requires the employee to be able to lift equipment in and out of a vehicle, to lift equipment off the ground, and to be able to lift items over his/her head.
- This position requires the employee to be a licensed driver with a safe driving record.
- This position requires weekend work and may require early morning work or late evening work.
- This position requires reliable transportation other than public transportation.

Conditions of Employment:

- This is an hourly, non-exempt position.
- This is a full-time hourly position starting at \$18.50 - \$19.75/hour, depending on experience.
- This position is 40 hours/week.

Benefits for full-time positions include medical, dental and vision coverage paid by the employer; vacation and sick time accruals; and a 401k retirement plan with employer match subject to vesting.

To Apply:

- Send a cover letter, highlighting your experiences that qualify you for this position, your resume and writing sample to programs@freshapproach.org by no later than January 11, 2016.

Fresh Approach works closely with Pacific Coast Farmers' Market Association (PCFMA) whose mission is to empower California farmers to be enormously successful in Bay Area communities. To accomplish this mission PCFMA works to establish and operate community-supported certified markets and other direct marketing outlets that provide viable economic opportunities for California farmers and food producers with emphasis on family farms, local access to farm fresh products, support local businesses and community organizations, and education concerning food, nutrition, and the sustainability of California agriculture.

The two organizations work closely on issues of common purpose. PCFMA provides administrative and programmatic support to Fresh Approach through a contractual relationship. All of our staff and interns are expected to be supportive of the missions of both organizations and contribute their talents and energy towards the accomplishments of both missions.