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## **MAP Job Opportunity**

### **Position Title: Mobile Market Coordinator**

#### **Organization Summary**

The mission of the Massachusetts Avenue Project (MAP) is to nurture the growth of a diverse and equitable community food system to promote local economic opportunities, access to affordable nutritious food and social change education. MAP's Urban Farm employs sustainable and organic growing methods to produce culturally diverse produce on reclaimed land. MAP's Mobile Market brings fresh produce to areas of the City of Buffalo that do not have adequate access to it. The Mobile Market partners with organizations across Buffalo to reconnect households to their food source and ensure folks have access to culturally appropriate produce. MAP's Growing Green Youth Program is a year-round youth development initiative that involves youth in solving Buffalo's challenges related to nutrition and healthy food access. The program trains youth in urban agriculture, food systems issues, microenterprise development, and leadership. MAP values creativity and cooperative principles and our staff work closely as a team.

#### **Position Summary**

The Mobile Market Coordinator will work with the Mobile Market team to bring fresh, affordable, and culturally appropriate food to Buffalo neighborhoods. The Market Coordinator's primary role is to build community around fresh food. This task is accomplished by operating mobile market locations, building relationships with customers, and sharing knowledge about fresh food. The Mobile Market Coordinator works closely with local farms to promote and support the advancement of local food distribution. The Coordinator will also work with MAP Staff to train interns and Growing Green Youth on all aspects of market operations, coordinate operation of the Growing Green Mobile Market, communicate with market sites, and marketing of local producer products.

#### **Essential Functions**

##### **Market Development and Coordination**

- Operate Mobile Market sites, including produce packaging, farm stand set-up and break-down, customer service, cash-handling, driving Mobile Market truck, reporting, and produce education;
- Build relationships with consumers and visitors by sharing genuine experiences regarding food preparation and consumption;
- Maintain weekly market schedule and assist with promoting seasonal events in market neighborhoods;
- Participate in on-going neighborhood based outreach and promotion for market sites, including door-to-door canvassing, social media, and other public speaking opportunities (ex. block club meetings);
- Train and oversee volunteers, interns and Growing Green Youth;
- Provide community-based education, including recipe-sharing, nutrition knowledge, and seasonal tips;
- Support strategies to grow customer base and promote the importance of healthy, seasonal, and local eating lifestyle;
- Assess customer feedback on a regular basis to provide better service and education.

**Massachusetts Avenue Project**  
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### **Other Responsibilities**

- Participate in program evaluation and strategic planning; and
- Information tabling at community events and/or health fairs.

### **Important Skills & Qualifications**

- A love of sustainably produced fruits and vegetables and enthusiasm for sharing knowledge;
- Familiarity with sustainable agriculture and food systems;
- Strong communication skills; experience working with English language learners a plus;
- A high energy, friendly attitude (even if it's hot, or rainy, or the end of a long day);
- Strong organization skills and ability to manage multiple projects at once;
- Self-motivated and demonstrated ability to work cooperatively as part of a team;
- Ability and comfort working with a diverse population; experience working with youth and/or communities of color a plus;
- Fluency with social media and computer database software;
- Flexible schedule is crucial; ability to work evenings, weekdays, and occasional Saturdays;
- Ability to safely lift 50 pounds in and out of a raised truck bed, repeatedly; and
- Ability to drive and safely maneuver a Box Truck (does not require a commercial drivers license) and clean driving record.

**This is a seasonal part-time paid position (Approx 20hrs). Multiple seasonal positions available.** Candidates must be available from mid May-November 2022 to be eligible for this position. Other opportunities with the Mobile Market are available to candidates that are not available for the entire market season. Please check MAP's website under "jobs" for more information.

**Applications are due May 13 , 2022**

**Interested candidates should send a resume to:**

Karine Amato, Markets Director  
Massachusetts Avenue Project  
387 Massachusetts Avenue  
Buffalo, NY 14213

<mailto:marketsdirector@mass-ave.org>

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