

## VISTA Communications and Development Coordinator Job description

**Reports to:** Development Director

**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 Growing Green 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 urban youth in urban agriculture, food systems issues, microenterprise development and leadership.

**Position Summary:** The overall goal of the Communications and Development Coordinator is to increase healthy food access, reduce hunger, & build partnerships in Buffalo to create a more sustainable and food secure city.

The VISTA will expand delivery of MAP's Food Access Initiative (FAI) by working closely with MAP staff to identify and diversify funding opportunities, strengthen existing funder relationships, conduct beneficiary surveys, and design marketing & communications materials which will be used to leverage funding to support the expansion of FAI services such as MAP's All Access Pass which provides a 50% purchasing discount on produce and eggs (no application required), thus reducing the stigma of food subsidy programs, alleviating poverty, and increasing the scale and reach of FAI services

### **Primary Responsibilities Include:**

#### **Research and Program Development**

- Develop and implement tracking and surveying tools that will provide data to strengthen MAP's ability to leverage funds for the FAI/All Access Pass.
- Work with MAP staff to develop and implement a MAP Loyalty Card program as a tracking mechanism to ensure an unduplicated count of market customers and additional data capture.
- Research ethical surveying methods, platforms, and issues surrounding confidentiality, informed consent, and incentive programs to ensure future good practices for gathering both qualitative/quantitative data through a survey program.
- Research and design an incentive program for survey participants that rewards voluntary participation with discounts or compensation.
- Develop and implement tracking and surveying tools that will provide data to strengthen MAP's ability to leverage funds for the FAI/All Access Pass.
- Work with MAP staff to develop and implement a MAP Loyalty Card program as a tracking mechanism to ensure an unduplicated count of market customers and additional data capture.
- Research ethical surveying methods, platforms, and issues surrounding confidentiality, informed consent, and incentive programs to ensure future good practices for gathering both qualitative/quantitative data through a survey program.
- Research and design an incentive program for survey participants that rewards voluntary participation with discounts or compensation.

- Complete the surveying program and loyalty card program to gather good data to support and strengthen MAP's ability to leverage funds for FAI beneficiaries.
- Member Activity 1: Recruit beneficiaries and complete surveys, using solid data capture methods developed earlier in the VISTA term.
- Member Activity 2: Incorporate survey findings into monthly communications materials for funders and individual donors to further strengthen MAP's ability to leverage funds for the FAI All Access Pass Program which directly subsidizes the cost of healthy food, increasing the Mobile Market's scale and reach in Buffalo and alleviating hunger in the community.

### **Fundraising, Development & Communications**

- Generate support by building new partnerships and strengthening existing partners for MAP's Annual Fundraiser and 20th Anniversary Celebration (Raising the Roots)
- Design press kit materials including writing press releases and securing media partners.
- Develop a plan to solicit in-kind contributions from local companies and organizations for the fundraiser's raffle.
- Design promotional materials to attract and increase sponsorships.
- Analyze data from the 2021 Market season to use in design communications and marketing materials to strengthen support for MAP's FAI and food security work in the coming 2023 season and to attract new supporters, customers, and partners.
- Create E-Newsletter and social media campaigns that will increase FAI reach and diversify MAP's beneficiaries.
- Build a media & communications plan utilizing data from the 2021 market season to establish new partnerships, improve collaboration with existing partners, and update FAI funders/donors on the program's progress.
- With the Development Director, design cultivation plan materials for a targeted subset of MAP's individual donors.
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### **Other responsibilities include:**

- Assist with MAP fundraising events and coordinate youth participation in these events.
- Assist with phone, email, website, and social media communications.
- Assist with strategic planning, program reporting and evaluation.

### **Qualifications and required skills:**

- Positive, energetic attitude towards working with others, including when interfacing with the public and MAP stakeholders.
- Knowledge and understanding of: food systems, urban agriculture, food apartheid, food sovereignty, sustainable farming, food waste reduction, and the climate impacts of the aforementioned.
- Experience working with diverse, urban populations including immigrant and refugee communities and those whose primary language is not english.
- Ability to independently research best practice models and make recommendations for effective and ethical practices, policies and procedures to develop MAP's Loyalty Card

Program and Qualitative/Quantitative Survey program, and the ability to carry out aforementioned research with a diverse population.

- Excellent organizational skills and ability to manage multiple activities, responsibilities, and partnerships.
- Ability to communicate clearly and effectively with various stakeholders (youth, parents, organizational partners, volunteers, and general public).
- Must have prior experience with Canva, Adobe InDesign, Mailchimp, or similar software.
- Must have experience with social media campaigns including facebook and instagram, writing and designing newsletters, press releases, and other marketing materials.
- Must be able to work collaboratively with a team and remain flexible to scheduling changes
- Bi-lingual preferred; People of Color and those who identify as LGBTQ encouraged to apply