



## Massachusetts Avenue Project Mobile Market Coordinator Job description

**Position Title:** Mobile Market Coordinator VISTA

**Reports to :** Markets 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. MAP values creativity and cooperative principles and our staff work closely as a team

The Growing Green Mobile Market serves areas of Buffalo where access to healthy, affordable and fresh food is limited. The Mobile Market provides produce, grown at MAP and local partner farms, to neighborhoods that lack adequate access to fresh fruits and vegetables. The Mobile Market accepts cash, SNAP benefits, WIC Farmers' Market Nutrition Program checks, and serves as a vehicle for community nutrition education and food justice awareness.

**Position Summary:** The Mobile Market Coordinator will work with the Mobile Market team to bring fresh, affordable, and nutritious food to Buffalo neighborhoods and help increase the operational capacity and expansion of MAP's Mobile Market activities. The Mobile Market Coordinator will work to assess potential new Market sites, implement a system for customer feedback and evaluation at current sites in an effort to expand the capacity and efficiency of Market operations. This position will also help develop communications with market sites, and marketing of local farm products, and assist with expanding MAP's Mobile Market from a 6 month to a 10 month market.

### Essential Functions:

#### Markets Development and Coordination

- Work closely with Markets Director and other Mobile Market staff to build relationships with local community organizations who have expressed interest in hosting a Mobile Market site;
- Develop engagement opportunities and events for potential market sites to build a base of support for implementing new markets or expanding existing markets
- Identify formal and informal networks in market neighborhoods to strengthen market outreach and awareness
- Coordinate the development of a Community Advisory Board to advise on market development
- Assess customer feedback at current and potential sites, including helping to facilitate interest sheets and surveys to provide better service and inform expansion activities
- Maintain weekly schedule with market sites and develop strategies to grow customer base and promote the importance of seasonal, local and healthy eating;
- Coordinate on-going neighborhood-based and public outreach and promotion for market sites, including creating flyers, social media posts and other promotional materials;
- Maintain regular record keeping, including demographic tracking, recording sales transactions, and related reports

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[www.mass-ave.org](http://www.mass-ave.org)

**Other Responsibilities:**

- Provide monthly internal reports and periodic reports for Mobile Market partners, funders and evaluators as needed;
- Participate in program evaluation and strategic planning;
- Attend periodic staff, board and community meetings as needed.

**Critical Skills & Qualifications:**

- A love of sustainably produced fruits and vegetables and enthusiasm for sharing knowledge with others;
- 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;
- Program development and assessment skills, strong attention to detail
- Business development or sales management experience, including knowledge of creating business plans; experience with farm sales or farmers market management a plus;
- Ability to efficiently manage a project from start to finish;
- 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.

**Interested candidates should contact:**

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