



Massachusetts Avenue Project Mobile Market Coordinator Job description

Position Title: Mobile Market Coordinator

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. The Mobile Market Coordinator will work closely with local farms to promote and support the advancement of local food. They 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, communications with market sites, and marketing of local farm products.

Essential Functions:

Markets Development and Coordination

- Work closely with the MAP Farm Director and other local farmers to coordinate food procurement and storage of produce and supplies for market sites;
- Build relationships with local, sustainable farms and wholesalers to supply MAP's Mobile Market;
- Operate Mobile Market sites, including farm stand set-up and break-down, driving Mobile Market truck, customer service, reporting, and produce education;
- Track food sales at market sites, including setting prices, tracking inventory, quality control and coordinating delivery;
- 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;
- Train and oversee volunteers, interns and Growing Green Youth;
- Maintain regular record keeping, including demographic tracking, recording sales transactions, and related reports; and
- Assess customer feedback on a regular basis to provide better service and education.

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www.mass-ave.org

Other Responsibilities:

- Provide monthly internal sales reports and periodic reports for Mobile Market partners;
- Participate in program evaluation and strategic planning;
- Coordinate vehicle maintenance, as needed;
- Occasional farm work, as needed; and
- Attend periodic staff, board and community meetings.

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;
- 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;
- Financial management skills, strong attention to detail and knowledge of Square, QuickBooks, or other financial record keeping software a plus;
- 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. Candidate must be available from May 6 -October 31, 2019 to be eligible for this paid 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 for more information.

Position open until filled

Interested candidates should send a resume to:

Danielle Rovillo, Markets Director
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