



MAP Volunteer Opportunity

Position Title: Mobile Market Street Team

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 impacted by Food Apartheid. 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 Street Team's role is to build a relationship between the Market and the community it aims to serve. The Mobile Market Street Team will work closely with the Mobile Market Team AND the Community Partner to ensure the market neighborhood residents are aware of the market and its benefits.

Essential Functions

Community Building and Coordination

- Identify formal and informal networks in market neighborhoods including (but not limited to) community groups, faith-based organizations, nonprofits, and block clubs;
- Coordinate 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);
- Develop and maintain marketing materials that reflect the culture(s) of the communities served; and
- Monitor and report results regarding neighborhood-based outreach strategies.

Market Operations

- Create a critical mass of potential customers for market kick-off grassroots organizing tactics including (but not limited to) neighborhood canvassing, public launch events, news media outreach, community education demos, and informative public signage;
- Enroll folks in customer loyalty database;
- Develop customer feedback tool and periodically evaluate market operations; and
- Develop and support strategies intended to grow customer base and promote the importance of healthy, seasonal, and local eating lifestyle.

Other Responsibilities

- Assist with promoting additional seasonal events in market neighborhoods;
- Information tabling at community events and/or health fairs; and
- Provide program feedback.

Massachusetts Avenue Project
387 Massachusetts Avenue | Buffalo, New York 14213
ph. 716.882.5327 fx. 716.882.5327



www.mass-ave.org

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 and enthusiasm for sharing knowledge with others;
- A high energy, friendly attitude (even if it's hot, rainy, or the end of a long day);
- Self-motivated and demonstrated ability to work cooperatively as part of a team;
- Comfortable working with a diverse population including youth, communities of color, non-English speaking;
- Familiarity with canvassing, public speaking, and or marketing;
- Fluency in social media, blogging, computer database software; and
- Familiarity with HIPAA and/or other confidentiality policies a plus.

ALL MOBILE MARKET VOLUNTEERS & INTERNS ARE REQUIRED TO COMPLY WITH CDC AND NYS AGRICULTURE & MARKETS COVID GUIDELINES AT ALL TIMES.

The Mobile Market Local Season operates from February 1 - November 30. Summer volunteers typically choose a period within the market season that accommodates a school/work balance. This opportunity requires a 1-3 hour per week commitment. Several flexible positions available.

This is an unpaid volunteer opportunity position with potential for college credit. All market volunteers have access to an abundance of fresh produce!

Applications accepted in an ongoing basis. Multiple positions available.

Summer volunteers & interns should submit their resume by April 1, 2021 for priority consideration

Interested candidates should send a resume to:

Danielle Rovillo, Markets Director
Massachusetts Avenue Project
387 Massachusetts Avenue
Buffalo, NY 14213
<mailto:danielle@mass-ave.org>

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