Education Program Specialist

Posting Date: March 2020  
Office Location: This position is based out of Fresh Approach’s Concord office  
Field Locations: Contra Costa County, Alameda County  
Start Date: April 2020  
Contact: Danielle Hamilton, Education Program Manager, daniellehamilton@freshapproach.org, 925-771-2990

Job Summary

Fresh Approach seeks a dynamic and passionate Education Program Specialist to plan, coordinate and deliver education programs in the East Bay; primarily the VeggieRx nutrition education program. This position is responsible for identifying partners and scheduling class series in Contra Costa and Alameda counties (with a focus on Richmond, San Pablo, East Oakland, Antioch and Pittsburg/Bay Point communities), as well as facilitating classes in English and Spanish. This position is also responsible for data and impacts tracking, curriculum development, partnership building, and community outreach.

This is a full time non-exempt position (between 30-40 hours per week) with benefits including paid sick time, paid vacation, health insurance, and 403b retirement savings matching.

We are seeking an individual who values diversity at all levels and is committed to fostering an environment in which community members and co-workers from a variety of backgrounds, cultures, and personal experiences are welcomed and can thrive.

About Fresh Approach

The mission of Fresh Approach is to create long-term change in local food systems by connecting California communities with healthy food from California farmers and expanding knowledge about food and nutrition. We accomplish our mission through a variety of programs, including the Mobile Farmers’ Market, VeggieRx, Collective Roots Gardening, and the East Palo Alto Community Farmers’ Market. We believe that everyone should have equal access to healthy foods, and that the health of our communities and the livelihood of our local farmers should go hand-in-hand.

Fresh Approach’s Education Programs include VeggieRx nutrition education, Collective Roots community gardening (in East Palo Alto), and community outreach. These programs all work to provide skills and tools to make finding, affording, growing, and/or cooking healthy foods more accessible.

Responsibilities:

- Coordinate and further develop Fresh Approach’s nutrition programs to reach a range of ages and to effectively change participants’ lifestyle behaviors
  - Develop partnerships and work closely with community organizations, government agencies, and farmers’ markets throughout the Bay Area
  - Develop new nutrition education lesson plans and materials, and adapt established curriculum
  - Assess community need for programming and events
○ Work with Marketing & Communications staff to develop outreach and promotional material for use at farmers’ markets, nutrition classes, and community events
○ Enlist new community-based and farmers’ market partners to support programming
○ Aid in the facilitation of focus groups and visioning sessions.
○ Assist in project management to ensure that projects successfully meet guidelines.
○ Complete record-keeping to document work completed and progress toward grant goals.
○ Collect, input, and analyze program data using Microsoft Excel/Google Sheets and Salesforce
○ Use data to report impacts, shape future planning, and recruit future partnerships
○ Draft and submit regular progress reports to funders and partners
○ Participate in collaborative/regional meetings related to health, food access, and public benefits.
○ Engage Fresh Approach’s volunteer & interns

● Act as a Nutrition Educator
  ○ Adapt established nutrition curriculum for application in different settings and audiences.
  ○ Aid in the design of educational and nutritional campaigns
  ○ Develop and deliver messages to encourage better informed choices about nutrition and local food systems.
  ○ Teach nutrition education classes in English and Spanish
  ○ Administer pre- and post-surveys for program and class evaluation.
  ○ Conduct community outreach by engaging with individuals of diverse backgrounds and ages at community events, health fairs, and nutrition classes
  ○ Deliver messages which provide a greater understanding of California agriculture and its role in supporting local food systems, community health and nutrition, and communities of all incomes.

● Perform other duties as assigned

Qualifications:

● Bilingual: A high proficiency in English and Spanish is required.
● Experience or interest in working with diverse populations
● Preference to candidates living in the communities served as well as individuals with personal experience of food scarcity
● Demonstrated interest in nutrition, public health, local food systems and California Agriculture
● Experience delivering and managing grant or contract-based program activities
● Demonstrated experience in group presentations, teaching, and facilitation
  ○ Experience teaching nutrition, cooking, or sustainable agriculture a plus
● Ability to build relationships and work with diverse groups of volunteers and community members
● Excellent communication skills, both in group and one-on-one settings, as well as written communication
● Self-directed and motivated
● Organized and detail-oriented
● Ability to work in a team-environment as well as independently
● Adept at Microsoft Excel and Word, Google Suites, and other technology software.
Requirements:

- Requires work in an office environment and outside in all weather conditions
- Requires the ability to lift equipment in and out of a vehicle, to lift equipment off the ground, and to be able to lift items above head
- Requires a California driver’s license with a safe driving record
- Requires reliable transportation other than public transportation
- Requires occasional weekend work on both Saturdays and Sundays; and occasional early morning work or late evening work

Conditions of Employment:

- This is an hourly, non-exempt position consisting of 30-40 hours a week reporting to the Education Program Manager.
- This is an hourly position starting at $23/hour, depending on experience.
- Benefits for full-time positions include medical, dental, and vision coverage paid by the employer; vacation and sick time accruals; and a 403b retirement plan with employer match subject to vesting.

To Apply:

To apply, please email a resume and cover letter to jobs@freshapproach.org

1. A cover letter that highlights the experiences (both work-related and personal) which qualify you for this position.
2. A resume detailing previous work, volunteer, academic, and other experiences which qualify you for this position.

** Remote video interviews available as needed **

If you have any questions about the application process or the position, please reach out to Danielle Hamilton at 925-771-2990 or daniellehamilton@freshapproach.org.

*Fresh Approach is an equal opportunity employer and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, disability status, protected veteran status, or any other characteristic protected by law.*