Community Engagement Program Specialist

Posting Date: November 25, 2021
Office Locations: East Palo Alto, CA (primary), Concord, CA (secondary)
Field Locations: Primarily East Palo Alto and San Mateo, with occasional fieldwork in other areas of San Mateo County and Santa Clara Counties
Start Date: January 2022

Job Summary
Reporting to the Community Engagement Program Manager, the Community Engagement Program Specialist is responsible for implementing Fresh Approach’s community outreach and engagement activities in the South Bay. This position will oversee the volunteer, intern, and community ambassadors program in the South Bay, and support projects to promote and incentivize the use of public benefits at farmers’ markets.

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 food access and education programs across the Bay Area, including the Mobile Farmers Market, VeggieRx, Collective Gardening Network, 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.

Responsibilities:

- Coordinate and expand the Community Ambassador program in the South Bay
  - Work with program managers to develop Garden, Compost, and other ambassador descriptions
  - Develop outreach strategies to reach a diverse population of potential applicants, including but not limited to, working with partner community organizations, attending community events, distributing flyers, and posting opportunities online
  - Create ambassador agreements, and collect other required paperwork for new ambassadors
  - Provide training and onboarding to Community Ambassadors, including training on how to conduct outreach, maintain gardens and compost systems, and more
  - Coordinate with the Finance and Administration team to ensure stipend payments are made
  - Act as the main supervisor of ambassadors, arrange their schedule of activities, provide ongoing support, identify opportunities for skill-building and leadership development for each ambassador
● Recruit, train, supervise, and track volunteers and interns for Fresh Approach’s South Bay programs
  o Work with the Program Manager to develop recruitment/marketing materials, maintain volunteer and intern listings, and conduct outreach to recruit a diverse pool of volunteers and interns (including but not limited to, working with partner community organizations, attending community events, distributing flyers, and posting opportunities online)
  o Respond to inquiries, screen potential volunteers/interns, assist in the intern interview/hiring process
  o Provide orientation and training to new volunteers and interns
  o Create internship agreements, and collect other required paperwork for new interns; coordinate with the Finance and Administration team to ensure stipend payments are made
  o Schedule volunteers and interns to support program activities, provide supervision, and implement best practices for volunteer retention
  o Maintain database for tracking volunteers and interns
  o Plan and manage sign-ups for volunteer workdays at the Collective Roots Community Garden
  o Assist with planning/implementing corporate workdays at the Collective Roots Community Garden

● Support projects to promote and incentivize the use of public benefits at farmers’ markets
  o Develop partnerships and work closely with community organizations, government agencies, and farmers’ markets throughout the Bay Area
  o Work with Program Manager and Fresh Approach’s Marketing and Promotion team to develop outreach and promotional materials for use at farmers’ markets, nutrition classes, and community events
  o Assist with developing outreach strategies and deliver outreach materials to partner organizations throughout the Bay Area
  o Assist with data collection and evaluation of the impacts of outreach campaigns

● Represent Fresh Approach to develop, build and sustain partnerships with public and private agencies whose missions and activities are complementary to those of Fresh Approach

● Perform other duties as assigned

Qualifications
  ● Excellent interpersonal and customer service skills
  ● Strong writing and editing skills
  ● Comfortable speaking in group settings
  ● Ability to work in a team environment as well as independently
  ● Experience recruiting, training, managing, and supporting groups of people to address community needs through service projects
  ● Ability to build relationships and work with volunteers, students, and community members from diverse backgrounds
  ● Experience and basic knowledge of home gardening and/or composting are strongly preferred
Making Healthy Food More Accessible
in the San Francisco Bay Area

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- Detail-oriented
- Willingness to show initiative and creativity
- Availability, dependability, and willingness to be flexible
- Conversational Spanish language abilities are strongly desired
- Experience working with diverse populations including recipients of public benefits is strongly desired
- Interest in working to improve community health or local food systems

Requirements
- This position requires the employee to work in an office environment and outside in all weather conditions
- This position requires the employee to interact with farmers and other vendors, persons of various socio-economic backgrounds, and the general public
- This position requires the employee to be able to lift up to 40 pounds of equipment in and out of a vehicle, to lift equipment off the ground, and to be able to lift items over his/her head
- This position requires the employee to be a licensed driver with a safe driving record
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- This position requires weekend work and may require early morning work or late evening work
- This position requires reliable transportation other than public transportation

Conditions of Employment:
- This is an hourly, non-exempt position consisting of 30-40 hours a week reporting to the Community Engagement Program Manager.
- This is an hourly position starting at $23.50/hour.
- 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 that qualify you for this position.

**Remote video interviews available**

If you have any questions about the application process or the position, please reach out to Shelby Bustria at 925-771-2918 or shelbybustria@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.*