Food Access Program Coordinator

Posting Date: November 25, 2021
Office Locations: This position is primarily based out of East Palo Alto, with frequent visits to sites in Santa Clara and San Mateo Counties. Occasional travel to Concord, CA will be required. Field Locations: East Palo Alto, San Jose, Sunnyvale, Redwood City (San Mateo County and Santa Clara County)
Start Date: January 2022

Job Summary
Fresh Approach seeks a highly detail-oriented and organized individual with good public communication skills (English and or Spanish or other frequently used languages in the Bay Area) to provide program coordination for Fresh Approach’s food access projects. 

2021 will be the 8th year we’ve operated our mobile farmers’ market. We serve communities of all ages, ethnicities, and income levels with 100% certified California-grown produce, prioritizing sourcing from small BIPOC-owned farms within 200 miles of the Bay Area. By partnering with local health clinics, businesses, city governments, churches, and community centers, we are able to deliver healthy, local food to the places people naturally gather, while honoring each community’s local culture. (More info at www.freshapproach.org)

The position is primarily responsible for supporting in-field operations for Fresh Approach’s multiple program areas at sites throughout the South Bay, mainly San Jose, Redwood City, Sunnyvale, and East Palo Alto. The role will operate our food access projects 2-3 days a week (Mobile Farmers’ Market and East Palo Alto Community Farmers’ Market). The coordinator will also support community outreach projects in San Mateo and Santa Clara County to increase awareness about nutrition incentive programs at farmers’ markets.

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 401k retirement 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
Fresh Approach is focused on building equitable, resilient food systems in the Bay Area. 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.
Responsibilities:
1. Act as Program Coordinator for mobile farmers’ market and farmers’ market in East Palo Alto (approximately 60-80% of the time)
   - Safely operate mobile farmers’ market vehicle (22ft box truck) and drive between locations
   - Accurately administer cash, credit, and EBT sales transactions to customers in English and Spanish and complete end of day financial tracking
   - Learn and adhere to Standard Operating Procedures (SOP), including safety and quality protocols across all programs
   - Engage customers about healthy eating, local food, and shopping on a budget.
   - Assist with training interns and volunteers
   - Support outreach efforts throughout the South Bay to share information about Fresh Approach programs

2. Support Community Outreach Projects (20-40% of time)
   - Develop partnerships and work closely with community organizations, government agencies, and farmers’ markets throughout the Bay Area
   - Conduct outreach to recipients of public benefits including WIC, CalFresh, SSI/SSDI, and Medi-Cal
   - Develop outreach strategies and deliver outreach materials to partner organizations throughout the Peninsula and South Bay
   - Assist in site visits to partner farmers’ markets, including bringing materials and signage
   - Assist in the recruitment and supervision of outreach volunteers, interns, and/or ambassadors
   - Assist with data collection and evaluation of the impacts of outreach campaigns

Qualifications:
- Applicants living in and around San Jose and East Palo Alto are highly encouraged to apply
- Bilingual: A high proficiency in English and Spanish, or another frequently used language in the Bay Area is strongly preferred
- Experience or interest in working with diverse populations
- Preference given to candidates living in the communities served as well as individuals with personal experience of food scarcity
- Exceptional interpersonal, retail, or customer service skills
- Experience and comfort leading nutrition education classes to various age groups and/or facilitating large group discussions
- Personally and professionally interested and excited about community health, local food systems, and California agriculture
- Adept at Microsoft Excel and Word, Google Suite, and other technology software
- Detail-oriented with the ability to complete tasks in a timely manner and the ability to work independently
- Willingness to show initiative and creativity

Requirements:
- This position requires work outside in all weather conditions
- This position requires a driver’s license and a safe driving record
- This position requires the ability to lift equipment (up to 50lbs) in and out of a vehicle
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position may sometimes require weekend work and early morning or late evening work ● This position requires reliable transportation, due to the storage location of the mobile market vehicle and the timing of the route schedules

Conditions of Employment:
● This is an hourly, non-exempt temporary position consisting of 30-40 hours a week reporting to the Food Access Program Manager
● Starting wages for this position are $20.00 per hour
● Benefits for full-time positions, defined as 30 hours or more per week, include employee premiums for medical, dental and vision coverage paid by the employer, vacation accruals, cell phone reimbursement, and annual education stipend
● Benefits for all positions include sick time accruals and a 401k retirement plan with employer match subject to vesting after one year

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**

If you have any questions about the application process or the position, please reach out to Isabel Medina at 925-771-2921 or isabelmedina@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.