Food Access Program Specialist - East Bay

**Job Summary**

Fresh Approach seeks a detail-oriented and organized individual with good public communication skills to plan, coordinate and deliver food access programs in the East Bay. The role is primarily responsible for supporting in-field operations for Fresh Approach’s food access programs at sites throughout the East Bay, with a focus on Richmond and East Contra Costa County. The role is primarily responsible for supporting the front and back end operations for our Mobile Farmers’ Market two days a week, and will also play a support role in all food access projects as needed.

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 Community 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:**

- **Manage the front and back end operations for 1-2 Mobile Farmers’ Market routes a week.**
  - Safely operate vehicle (22ft box truck) and drive between mobile farmers’ market locations for two routes a week.
  - Accurately administer discount incentive program in the field following all standard procedures.
  - Engage a diverse body of customers in low-income communities about healthy eating, local food, and shopping on a budget.
  - Support outreach efforts to share information about Fresh Approach programs and opportunities.
  - Develop and hold key partnerships with community groups to strengthen the reach and impact of programs.
  - Maintain strong relationships with local farmers in order to source weekly orders for market routes.
● Facilitate the Market Match Program at the Richmond Certified Farmers’ Market
  ○ Work closely with our Community Ambassadors on outreach to increase program participants.
  ○ Create a welcoming and safe environment for CalFresh participants to receive an extra $15 weekly for fruits and vegetables.
  ○ Refer community members to benefit programs when needed.

● Be a Team Player
  ○ Collaborate with other program staff to coordinate actions on new project development
  ○ Support outreach and fundraising events as a means of increasing Fresh Approach awareness.
  ○ Attend regular staff planning and project meetings
  ○ Maintain a high level of integrity as a representative of Fresh Approach
  ○ Perform other duties as assigned

Qualifications:
● Bilingual: An intermediate level of proficiency in English and Spanish is required.
● Excellent writing and communication skills
● Familiarity with social media and email marketing
● 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
● Exceptional interpersonal, retail, or customer service skills
● Personally and professionally interested and excited about community health, local food systems, and California agriculture
● Adept at Microsoft Excel and Word, Google Suites, and Mailchimp (or willingness to learn)
● Detail-oriented with the ability to complete tasks in a timely manner and to work independently
● Willingness to show initiative and creativity

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

Conditions of Employment:
● This is an hourly, non-exempt position consisting of 30-40 hours a week reporting to the East Bay Food Access Program Manager
● This is an hourly position starting at $23.00/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.

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.