



Program Coordinator

Position Type: Part time. Must be available to work evenings and/or weekend hours at our weekly farmers markets. Outdoor market work required; markets are rain or shine.

Salary Range: \$15-\$19 per hour depending on experience, up to 29 hours a week

Organizational Overview:

Market Umbrella is a 27-year-old community non-profit that operates the Crescent City Farmers Markets, provides community education related to nutrition and healthy eating, and offers a robust array of food access programs. Our work supports Louisiana foodways and culture, serves as a small business incubator and supporter of the local economy, and provides food access programs to help all New Orleanians and beyond have greater access to fresh, local foods. The Crescent City Farmers Market operates three weekly farmers markets in the New Orleans area, hosting over 80 local small farmers, fishers, and food producers, and more than 100,000 shoppers annually. In addition, Market Umbrella offers a weekly home delivery produce box. We offer a variety of SNAP education and nutrition education programs, and several food access programs including Market Mommas Club and Market Match. We've expanded our efforts to support producer and farmers markets across the state through launching a statewide Market Match program called Greaux the Good.

General Position Description

Reporting to the Director of Community Nutrition Programs and working in collaboration with the Program Managers, the Program Coordinator will assist with direct delivery of SNAP-Ed curriculum and activities including community outreach, engagement, and nutrition education. The Coordinator's main work is implementing weekly activities in the Market, but they will also assist in evaluation efforts and outreach efforts to support Market Umbrella's programs and mission.

Specific programs currently include: SNAP Education, Market Mommas Club, Farmers Market Nutrition Program, Marketeers, and Meet Me at the Market.

Duties and Responsibilities include the following:

- Assisting with the implementation of SNAP-Education activities in the market such as market tours, cooking demonstrations, recipes, tastings, budgeting and storage tips

- Assistance in managing and implementing the WIC Market Mommas Club breastfeeding incentive program, offering the program to mothers and mothers-to-be enrolled in the Louisiana Medicaid program in conjunction with other community partners.
- Preparing activity supplies and equipment, merchandise for distribution, signage and other materials required for program implementation.
- Performing physical set-up and break-down of tables, tents, and signage on activity dates (rain or shine).
- Successfully staffing in-person activities, welcoming new and current customers to market, encouraging shoppers to participate in programmatic activities, and collaborating with community partners, volunteers, and interns. Must provide excellent, personable, and informative customer service to partners and participants.
- Assisting with community outreach and engagement to raise awareness of Market Umbrella programs and social benefit currencies (FMNP, SNAP, MMC) and other incentive programs for targeted populations (Seniors, WIC, Youth and Families) at the market which can include explaining incentives, tabling events, distributing and collecting yard signs, flyering, etc.
- Assisting with programmatic communications creation and dissemination including social media, newsletters, and other promotional materials.
- Collecting formal and informal feedback from shoppers and partners in the market during all activities.
- Staffing additional CCFM market activities and events as needed.
- Assuming and completing other duties and responsibilities deemed necessary by the Director of Community Nutrition Programs and Executive Director.
- Communications - to external stakeholders and within the organization to effectively schedule and implement events.

Qualifications

Two years relevant work experience required, some college preferred. Highly organized, professional, self-starter with attention to detail, demonstrated customer service skills and excellent verbal and written communication and interpersonal skills. Familiarity with or enthusiasm for food access, nutrition program education, and/or working with vulnerable populations is a plus. Program implementation and community outreach experience is preferred.

Tailored coursework/training/certifications a plus.

Experience working with children preferred.

Spanish language fluency strongly preferred.

Willingness to wear a work uniform and dress professionally and appropriately for the weather while serving as an ambassador of Market Umbrella. Ability to lift 40+ pounds repeatedly, throughout varying weather, and in good humor.

Ability to work in an open-office environment with a highly collaborative team is required. Must have vehicular transportation and valid driver's license to transport market equipment and supplies. Market times (including setup and breakdown) are currently Tuesdays Uptown from 6am-12:30pm, Thursdays in Mid-City from 1pm-7:30pm and Sunday in City Park from 6am-12:30pm.

Market Umbrella is committed to having a staff that represents the community we serve. We encourage applicants who can help us build a truly inclusive culture to apply. Market Umbrella provides equal employment opportunities to all employees and applicants for employment without regard to race, ethnicity, religion, age, gender identity or expression, sexual orientation, disability, national origin, or veteran status.

To apply, please submit a cover letter, resume, and 3 professional references (at least one a current or former supervisor) to employment@marketumbrella.org. Applications will be accepted on a rolling basis until close of business July 28, 2023.