

Outreach Associate (Part-Time): Pittsburgh, PA

The Food Trust is a nationally recognized nonprofit organization dedicated to ensuring that everyone has access to affordable, nutritious food and information to make healthy decisions. The Food Trust works with neighborhoods, schools, grocers, farmers, and policymakers in the city and across the country to develop a comprehensive approach to improved food access that combines nutrition, education and greater availability of affordable, healthy food.

The Food Trust is seeking a professional based in Pittsburgh, PA, to coordinate outreach efforts for the Food Bucks program. This statewide project provides incentives for fruit and vegetable purchases in food retail settings. As part of this effort, The Food Trust is seeking a part-time Outreach Associate to boost overall use of farmers markets and other healthy retail sites and the purchase and consumption of fresh fruits and vegetables, through a comprehensive community engagement strategy and other outreach and promotion activities. The Outreach Associate will work closely with the Food Bucks Coordinator, community partners, business owners, farmers market managers and staff, and The Food Trust's nutrition incentives team.

Key responsibilities include:

- Coordinate promotion and outreach for the Pittsburgh Food Bucks program in targeted communities, including the North Side, Hill District, Garfield, Larimer, Homewood, East Hills, Wilksburg and the Mon Valley. Note that due to COVID-19, the majority of promotion and outreach will be done virtually.
- Use resident input to inform and optimize program design, ensuring both the incentives process as well as the markets themselves serve the needs of local residents.
- Recruitment and training of volunteers to support outreach efforts.
- Support store owners and market managers in development activities. Including but not limited to coordinating market/store tours, effective marketing strategies, and healthy product mix sale and promotion ideas.
- Conduct limited in-person interactions with program partners, including dropping off Food Bucks and outreach materials.
- Track objectives and milestones in coordination with internal and external evaluation efforts.
- Act as a program ambassador in meetings throughout the region and support public relations activities.
- Provide assistance as needed to the Food Bucks program, including data entry and coordinating nutrition education.

Qualifications: High school diploma and 2-4 years of related work experience focused on food access, public health, community organizing, food retail or marketing. Experience in a nonprofit setting and/or familiarity with the SNAP/food stamp program and other social services is preferred. Residents of target communities are especially encouraged to apply, and familiarity with the Greater Pittsburgh region and target communities specifically is required. Strong interest in racial and food justice, health equity, sustainable food systems, and community engagement. Valid driver's license or access to reliable transportation are required since the position involves frequent travel (work-related travel expenses are reimbursable). This position requires fluent use of digital communication platforms, social media, the Microsoft Office suite and a general confidence with technology and online communications. Position based in Pittsburgh, PA.



Salary: \$15-\$18/hour

Employment Category: Part-Time, approx. 10-15 hours/week

Job Open Date: July 2020

To apply: Email your résumé and cover letter to jobs@thefoodtrust.org. Please reference “Outreach Associate-Pittsburgh” in the subject line. Please do not call.

The Food Trust offers competitive pay and a supportive mission-driven work environment where you can grow and learn both professionally and personally and be part of a great team!

The Food Trust adheres to the policy of providing equal employment opportunities to all job applicants and employees regardless of race, color, religion, sex, age, national origin, veteran status, disability or sexual orientation.