

## Outreach Associate (Part-Time, Based in Pittsburgh, PA)

The Food Trust is a nationally recognized nonprofit dedicated to ensuring that everyone has access to affordable, nutritious food and information to make healthy decisions. Headquartered in Philadelphia, The Food Trust works with neighborhoods, schools, grocers, farmers, and policymakers across the country to develop a comprehensive approach to improved food access that combines nutrition education and greater availability of affordable, healthy food. More information about The Food Trust is available at [www.TheFoodTrust.org](http://www.TheFoodTrust.org).

### POSITION SUMMARY

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 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, as well as with Community Ambassadors, business owners, farmers market managers and The Food Trust's incentive and evaluation teams.

### KEY RESPONSIBILITIES

- Recruit and train Community Ambassadors from within target neighborhoods of Pittsburgh, PA (North Side, Homewood, Wilksburg, Rankin, Clairton).
- Supervise and work with Community Ambassadors to promote farmers markets, healthy corner stores and the Food Bucks incentive program within target communities to attract more shoppers.
- Coordinate promotion and outreach for the Pittsburgh Food Bucks program in targeted communities.
- Use resident input to inform and optimize program design, ensuring that both the incentives process as well as the markets themselves serve the needs of local residents.
- 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 on-site events, including taste tests and basic nutrition education.
- 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 additional assistance as needed to the Food Bucks program, including data entry and coordinating nutrition education
- Perform outreach to five early care and education sites in Pittsburgh



## **QUALIFICATIONS**

Experience in a nonprofit/community 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 strongly preferred. 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 the Microsoft Office suite and a general confidence with technology and online communications. Position based in Pittsburgh, PA.

## **PHYSICAL DEMANDS**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- While performing the duties of this job, the employee will frequently stand and walk to/from or while conducting corner-store site visits; the employee will on a daily basis sit, use hands to finger, handle, or feel objects, tools or equipment; reach with hands and arms; balance; talk or hear. The employee will occasionally climb stairs; stoop; kneel; crouch or crawl; taste or smell.
- The employee must occasionally lift and/or move up to 25 pounds of program materials and other related documents.
- Operate related office equipment and use necessary tools.
- Daily work at a computer work station; daily keyboarding.
- Specific vision abilities required by the job include frequent reading and close vision; distance vision; color vision; peripheral vision; depth perception; and the ability to adjust focus.

## **WORK ENVIRONMENT**

The work environment characteristics described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- The noise level in the work environment is usually moderate.
- Although work is primarily indoors, you will be required to travel outside to farmers markets and other community locations/special events on a regular basis.
- Position may require occasional trips to attend conferences seminars, and meetings.
- May require working non-traditional hours based on operational needs.

**SALARY/PAY RATE:** The Food Trust offers competitive pay, a comprehensive benefit program, and a supportive, mission-driven work environment where you can grow and learn both professionally and personally and be part of a great team.

**EMPLOYMENT CATEGORY:** Part-time, approximately 25 hours/week with potential opportunity to increase to full-time

**JOB OPEN DATE:** February 2019

**To apply:** Email your *résumé and cover letter* to [jobs@thefoodtrust.org](mailto:jobs@thefoodtrust.org). Please reference "Outreach Associate - Pittsburgh" in the subject line. Please do not call.

*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.*