

Position Description: Community Outreach Associate, Part-Time, Community Nutrition (Reading, PA)

Position: Project Associate	Department: Community Nutrition
Reports to: Project Manager	FLSA Status: Non-Exempt
Revised: November 2022	Classification: Part-Time

Position Summary

The Food Trust is seeking a professional based in Reading, PA, to coordinate community outreach efforts for the Pennsylvania SNAP-Ed program. The goal of the program is to improve the likelihood that persons eligible for SNAP benefits will make healthy food choices within a limited budget and choose physically active lifestyles. The Community Outreach Associate (COA) will help promote programs, recruit for nutrition education, support policy, systems and environment changes at sites and boost overall use of farmers markets/farm stands and other healthy retail sites through a comprehensive community engagement strategy and other outreach and promotion activities. The Outreach Associate will work closely with Food Trust staff, local partner organizations, community groups and residents.

Essential Functions

- Coordinate promotion and outreach for Food Trust programs in the targeted community
- Help plan, organize and facilitate virtual and/or in person community conversations/focus groups
- Gather resident input to help inform and optimize program design, ensuring that program offerings best serve local residents
- Create promotional fliers, social media posts or other marketing strategies to advertise programs
- Track objectives and milestones in coordination with internal and external evaluation efforts
- Attend community and civic group meetings to connect TFT programming with community needs and build collaborative relationships with community leaders
- Build relationships with local social service organizations to make connections with Food Trust programming
- Complete all program planning and administrative tasks required of the position
- Provide additional assistance as needed, including data entry
- Ability to translate promotional materials, lesson messages in Spanish, hold conversations in Spanish

Knowledge, Skills and Abilities

- Understanding of The Food Trust's mission, goals, and objectives and ability to work independently with a high level of energy and contribute as part of a larger team.
- Strong written and verbal communication skills and effectively communicate with individuals and groups.

- Possesses strong interpersonal skills as demonstrated by courteous, cooperative, and professional interaction with diverse groups of co-workers, external business partners, vendors, funders, and financial institutions.
- Ability to organize tasks and follow up in an efficient manner with strong attention to detail in a fast-paced environment.
- Knowledge of the concepts with cultural competencies and utilizes this information for the enhancement of programming, and ability to communicate and foster relationships with a diverse group of individuals.
- Ability to travel in and around the region to conduct educational programs in diverse areas.
- Ability to operate a computer and use a variety of common software programs including Microsoft Office and Google Suite.
- Effective written and verbal communication skills.
- Adheres to all Food Trust and departmental policies and procedures.

Experience, Education and Licensure

Minimum Experience: 1 year 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. Strong interest in racial and food justice, health equity, sustainable food systems, and community engagement.

Minimum Education: High School Diploma

Languages: Spanish speaker (fluent/conversational)

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.

1. While performing the duties of this job, the employee will frequently stand and walk to/from; use hands to 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 while conducting outreach activities.
2. The employee must lift and/or move up to 25 pounds of program materials and other related documents including while climbing stairs.
3. Operate related office equipment and use necessary tools.
4. 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.

1. The noise level in the work environment is usually moderate.
2. Programming will occur indoors and outside and may be required to work in heat, wind, rain and other weather conditions.
3. May require working non-traditional hours based on operational needs.

Nothing in this position description restricts management's right to assign or reassign duties and responsibilities to this job at any time.

How to Apply

Email your résumé and cover letter to jobs@thefoodtrust.org. Please reference "Reading Community Outreach Associate" in the subject line.

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.