

## Position Description: Bilingual (Spanish) Project Coordinator, Healthy Corner Store Initiative/Community-Based Programming (Statewide NJ)

<b>Position:</b> Bilingual (Spanish) Project Coordinator	<b>Department:</b> Healthy Corner Store Initiative
<b>Reports to:</b> Senior Associate	<b>FLSA Status:</b> Non-Exempt
<b>Revised:</b> November 2023	<b>Classification:</b> Regular Full-Time

### Position Summary

The Food Trust’s dedicated Community-Based Programming staff provide adaptable community-level education and food access work. Through SNAP-Ed, we use an asset-based, trauma-informed lens to provide appropriate, fun, interactive programs to positively affect quality of life, while respecting ethnic, racial and cultural foodways. We work closely with partners on policy, system and environmental changes to help support sustainable community health.

The Food Trust’s Healthy Corner Store Initiative (HCSI) seeks to increase the availability and awareness of healthy foods in corner stores in New Jersey through marketing, training and technical assistance to store owners, a healthy food identification campaign in corner stores, strategic investments in corner store layout to increase store capacity to sell and market healthy items and education and marketing in schools near targeted corner stores. The initiative links corner store owners, community partners and local farmers and suppliers to create and sustain healthy corner stores.

The Project Coordinator will implement the statewide corner store program and SNAP-Ed-approved nutrition programming in retail settings, food access points and community sites with the aim of reaching SNAP-eligible adult audiences. The Project Coordinator will implement approved policy, systems, and environment (PSE) approaches in assigned sites with the goal of increasing access to healthy, affordable food. The Project Coordinator will also serve as a liaison within assigned communities and is responsible for establishing and maintaining community partnerships, identifying new sites for nutrition education programming, and finding ways to connect our work with other departments at The Food Trust. The Project Coordinator will work in collaboration with other nutrition educators on their team to provide nutrition education to reach all ages within the targeted community.

This position has internal contacts with the entire staff and external contact with corner store owners and members of the community. This position has access to sensitive Food Trust information and is expected to handle such information with integrity and professionalism. This position has regular contact with members of the community and is expected to represent The Food Trust in a professional manner.

The Project Coordinator will report to the Project Manager and participate in department activities as necessary.

The balance of work will be 40% Direct Programming, 40% Policy, System, Environment work, and 20% Administrative.

### **Essential Functions**

- Collaborate with NJ SNAP-Ed team, The Food Trust's HCSI project management, corner store owners, local suppliers, farmers and community partners to develop and implement sustainable strategies for bringing fresh produce and other healthy foods into targeted New Jersey communities.
- Coordinate the overall operation of the project, according to identified goals, with supervision from project management.
- Oversee and assist in the identification and recruitment of corner stores in New Jersey and provide training and technical assistance to SNAP-Ed implementing agencies who are also working on statewide initiative.
- Facilitate the expansion of the HCSI in New Jersey to include economic development support and other outside technical assistance for store owners as small business owners.
- Support the nutrition incentives programming in New Jersey.
- Implement social marketing campaign and other marketing materials.
- Collaborate with project partners to cultivate local entrepreneurship, coordinate store trainings, store conversion plans, and adopt cost effective business strategies.
- Assist manager with linking nutrition education programming efforts and PSE efforts at sites.
- Coordinate and support scheduling and implementation of nutrition lessons at assigned sites.
- Collaborate with local farms and urban gardens on a pilot to source local produce to member corner stores.
- Participate in community mapping and evaluation projects in order to better understand and serve assigned communities.
- Attend community and civic group meetings to connect SNAP-Ed program with community needs.
- Identify key community groups and community leaders in order to build productive relationships and promote collaboration.
- Identify community resources that promote food access, physical activity, and/or healthy eating in order to share with other educators, partners, and participants.
- Identify and facilitate opportunities for cross-programming with other departments at The Food Trust.
- Establish and foster relationships with residents, community members/partners and site staff within assigned communities.
- Use cultural competencies to select appropriate programming resources, taste tests and recipes.
- Collect and report program documentation.
- Responsible for transporting all programming materials to/from programming sites.
- Participate in regional, department and agency meetings/trainings.
- Complete weekly/monthly administrative tasks within communicated timeline.
- Track programming in all required tracking documents including Outlook, program tracking table and others as determined by supervisors.
- Lead in the administration of evaluation within communities as assigned.

### **Non-Essential Functions**

- Attend relevant workshops or join professional industry groups as necessary to maintain professional knowledge.
- Adhere to The Food Trust's security guidelines and ensure the appropriate handling of sensitive information.
- Facilitate and attend relevant staff meetings to promote communication and execution of goals.
- Complete special projects specific to the function of the HCSI program or as needed for the agency as directed by the supervisor.
- Other duties as assigned within the scope of position expectations.

### **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.
- Knowledge of the concepts and practices associated with fresh food retail, small business development or social enterprises.
- Ability to travel in and around the state of New Jersey to conduct community outreach and implement programming activities in diverse areas.
- Knowledge of community-based business development practices.
- Ability to operate a computer and use a variety of common software programs including Microsoft Office, Access database, Excel, and customized databases.
- Strong written and verbal communication skills and effectively communicate with individuals and groups.
- Ability to organize tasks in an efficient manner and follow-up and follow-through with strong attention to detail in a fast-paced environment.
- Ability to effectively and efficiently coordinate programming and special events.
- Possesses strong interpersonal skills as demonstrated by compassionate, courteous, cordial, cooperative, and professional interaction with diverse groups of co-workers, external business partners, corner store owners, and the community.

### **Experience, Education and Licensure**

**Minimum Experience:** 1-3 years of related experience including business background with knowledge of fresh food retail, small business development and social enterprises strongly preferred. Familiarity with economic development and community revitalization strategies, experience with community based work and community outreach.

**Minimum Education:** BA/BS degree from an accredited college or university in a related field of study desired, but not required.

**Language:** Proficiency (written and verbal) in English and Spanish is required.

### **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.

1. The noise level in the work environment is usually moderate.
2. Although work is primarily indoors, you will be required to travel outside to corner-stores and other community locations/special events on a regular basis.
3. Position may require occasional trips to attend conferences seminars, and meetings.
4. 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](mailto:jobs@thefoodtrust.org). Please reference "Project Coordinator, NJ-Healthy Corner Store Initiative" 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.*