

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

Position: Community Outreach Associate (seasonal, part-time)	Department: 122/Community Nutrition
Reports to: Manager, Community Nutrition	FLSA Status: Non-exempt
Revised: June 2025	Classification: Seasonal, Part-Time

The Food Trust is a national nonprofit agency based in Philadelphia with over 33 years of experience connecting communities with healthy food and nutrition programming. We work with institutions, retailers, farmers and policymakers across the country to ensure delicious, nutritious food for all. Our holistic approach to nutrition security is based on the belief that we should all be able to find, afford and learn about the foods that support our health and bring us joy.

Position Summary

The Food Trust is seeking a team member based in Reading, PA, to coordinate community outreach efforts for Pennsylvania SNAP-Ed-supported farmers markets and summer programs for approximately 10-15 hours per week, June through September. SNAP-Ed is an evidence-based program designed to promote healthy eating behaviors and active lifestyles for low-income individuals and families who are eligible to receive Supplemental Nutrition Assistance Program (SNAP) benefits. The Associate will work closely with Food Trust staff, local partner organizations, community groups and residents.

The Community Outreach Associate will:

- Recruit for and support SNAP-Ed nutrition education at farmers markets/farm stands, including Spanish interpretation.
- Support policy, systems and environment (PSE) changes at sites (such as assisting shoppers with financial incentives),
- Help 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 ideal candidate is:

- Outgoing and comfortable engaging people in conversation;
- Organized and efficient, with the ability to balance short- and longer-term tasks;
- Flexible and can work in a variety of settings, both as a collaborative team member and independently.

Essential Functions

- Conduct community outreach at locations around Reading to increase awareness of farmers markets/farm stands and available assistance programs (outreach includes but is not limited to: distributing materials, using social media, and creating community partnerships);
- Assist with core market operations, including set-up and breakdown of programming materials;

- Support SNAP-Ed nutrition education and cooking demonstrations at farmers markets, including promotion, participant recruitment and providing lessons/demos including English to Spanish interpretation for participants;
- Contribute to evaluation efforts at the farmers market, including gathering resident input to help inform and optimize program design (via surveys, conversations, focus groups, etc.);
- Provide farmers market tours, introduce shoppers to vendors, and help shoppers understand the food assistance programs accepted at the market and tips for stretching food dollars by using WIC, FMNP, EBT and financial incentive programs;
- Partner with vendors, Market Associates, Educators and other key stakeholders to implement policy, systems and environmental changes supportive of healthy behaviors;
- Develop collaborative relationships with community leaders and local social service organizations to better connect programming with community needs;
- Complete additional program planning, tracking and evaluation requirements as needed;
- Attend mandatory trainings and regular check-ins with supervisor as needed (via phone and/or in-person)
- Carry out additional responsibilities as identified

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 partners, vendors, funders and community members
- 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 outreach and educational programs in diverse areas
- Ability to operate a computer and use a variety of common software programs including Microsoft Office and Google Suite
- Adheres to all Food Trust and departmental policies and procedures
- Previous experience in farmers markets a plus

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

Language: Spanish required (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.

- 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.
- The employee must lift and/or move up to 25 pounds of program materials and other related documents including while climbing stairs.
- Operate related office equipment and use necessary tools.
- 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.

- Programming will occur indoors and outside and may be required to work in heat, wind, rain and other weather conditions.
- May require working non-traditional hours based on operational needs including evenings and weekends.

The Food Trust reserves the 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 “Part-Time Community Outreach Associate (Reading)” 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.
