MAP Job Opportunity

Position Title: Mobile Market Coordinator

Organization Summary
The mission of the Massachusetts Avenue Project (MAP) is to nurture the growth of a diverse and equitable community food system to promote local economic opportunities, access to affordable nutritious food and social change education. MAP's Urban Farm employs sustainable and organic growing methods to produce culturally diverse produce on reclaimed land. MAP's Mobile Market brings fresh produce to areas of the City of Buffalo that do not have adequate access to it. The Mobile Market partners with organizations across Buffalo to reconnect households to their food source and ensure folks have access to culturally appropriate produce. MAP's Growing Green Youth Program is a year-round youth development initiative that involves youth in solving Buffalo's challenges related to nutrition and healthy food access. The program trains youth in urban agriculture, food systems issues, microenterprise development, and leadership. MAP values creativity and cooperative principles and our staff work closely as a team.

Position Summary
The Mobile Market Coordinator will work with the Mobile Market team to bring fresh, affordable, and culturally appropriate food to Buffalo neighborhoods. The Mobile Market Coordinator will work closely with local farms to promote and support the advancement of local food distribution. The Coordinator will also work with MAP Staff to train interns and Growing Green Youth on all aspects of market operations, coordinate operation of the Growing Green Mobile Market, communicate with market sites, and marketing of local producer products.

Essential Functions

Market Development and Coordination
- Work closely with MAP Markets Director, Farm Director and other local farmers to coordinate food procurement and storage of produce and supplies for market sites;
- Build relationships with local, sustainable farms and wholesalers to supply MAP's Mobile Market;
- Operate Mobile Market sites, including produce packaging, farm stand set-up and break-down, customer service, cash-handling, driving Mobile Market truck, reporting, and produce education;
- Track food sales at market sites, including setting and monitoring prices, tracking inventory, quality control and coordinating delivery;
- Maintain weekly market schedule and assist with promoting seasonal events in market neighborhoods;
- Coordinate on-going neighborhood based outreach and promotion for market sites, including door-to-door canvassing, social media, and other public speaking opportunities (ex. block club meetings);
- Train and oversee volunteers, interns and Growing Green Youth;
- Maintain regular record keeping, including demographic tracking, recording sales transactions, and related reports;
- Provide community-based education, including recipe-sharing, nutrition knowledge, and seasonal tips;
- Support strategies to grow customer base and promote the importance of healthy, seasonal, and local eating lifestyle;
- Assess customer feedback on a regular basis to provide better service and education.

Massachusetts Avenue Project
387 Massachusetts Avenue | Buffalo, New York 14213
ph. 716.882.5327   fx. 716.882.5327
Other Responsibilities

- Provide monthly internal sales reports and periodic reports for Mobile Market partners;
- Participate in program evaluation and strategic planning;
- Coordinate vehicle maintenance, as needed;
- Attend periodic staff, board and community meetings.
- Information tabling at community events and/or health fairs; and
- Provide program feedback.

Critical Skills & Qualifications

- A love of sustainably produced fruits and vegetables and enthusiasm for sharing knowledge with others;
- Familiarity with sustainable agriculture and food systems;
- Strong communication skills; experience working with English language learners a plus;
- A high energy, friendly attitude (even if it’s hot, or rainy, or the end of a long day);
- Strong organization skills and ability to manage multiple projects at once;
- Business development or sales management experience, including knowledge of creating business plans; experience with farm sales or farmers market management a plus;
- Ability to efficiently manage a project from start to finish;
- Self-motivated and demonstrated ability to work cooperatively as part of a team;
- Financial management skills, strong attention to detail and knowledge of Square, QuickBooks, or other financial record keeping software a plus;
- Ability and comfort working with a diverse population; experience working with youth and/or communities of color a plus;
- Fluency with social media and computer database software;
- Flexible schedule is crucial; ability to work evenings, weekdays, and occasional Saturdays;
- Ability to safely lift 50 pounds in and out of a raised truck bed, repeatedly; and
- Ability to drive and safely maneuver a Box Truck (does not require a commercial drivers license) and clean driving record.

This is a seasonal part-time paid position. Multiple positions available. Candidate must be available from mid May-November 2020 to be eligible for this position. Other opportunities with the Mobile Market are available to candidates that are not available for the entire market season. Please check MAP’s website under “jobs” for more information.

Applications are due March 31, 2020

Interested candidates should send a resume to:

Danielle Rovillo, Markets Director
Massachusetts Avenue Project
387 Massachusetts Avenue
Buffalo, NY 14213
mailto:danielle@mass-ave.org