

POSITION DESCRIPTION

TITLE: Communications Coordinator

REPORTS

TO: Senior Associate

LOCATION: Philadelphia, Pennsylvania
www.TheFoodTrust.org



THE ORGANIZATION

The Food Trust, founded in 1992, grew out of a desire to bring affordable, nutritious, fresh fruits and vegetables to people in the inner city. Now in its second decade, The Trust's mission has expanded to ensure that everyone has access to affordable, nutritious food. With a 2004 budget of \$3.4 million and 23 employees, The Food Trust is generally regarded as one of the leading organizations nationally with a focus on community food security and nutrition education. This dynamic, forward-thinking agency has grown at an average rate of 50% in each year of its existence.

The Food Trust is committed to increasing access to affordable, nutritious food, improving health through better nutrition, and supporting local farms and sustaining the environment. Those goals are being pursued through three major programs:

- The School Market Program supports student-owned and operated food stands at several schools in the Philadelphia, Norristown and Reading school districts. The program's goal is to empower students, educate them about nutrition and improve their diets and health.
- A Comprehensive School Nutrition Policy is being developed through a Trust-initiated task force which is working with the School District of Philadelphia to pilot a policy designed to change the school environment to one which supports healthy eating, increased physical activity, and a decreased prevalence of childhood obesity and diet-related diseases.
- The Trust's signature program, the Farmers' Market Program supports 16 weekly open-air markets, which provide a major sales outlet for small-scale agricultural producers in the mid-Atlantic region. At the markets, Trust staff members use interactive displays to provide nutritional information. The Trust helps coordinate a Farmers Market Nutrition Program that reaches out to at-risk seniors and low-income mothers and their children.

Integral to its programmatic initiatives, The Food Trust functions as an advocate linking private business with communities, especially those most negatively affected by limited access to a range of fresh and nutritious foods. In this capacity, The Food Trust supports the Food

Marketing Task Force, and the Farm Fresh Package in partnership with SHARE. In collaboration with Greensgrow, The Food Trust convenes the Farmers' Market Alliance, an affiliation of diverse organizations in Southeast Pennsylvania working together to develop strategies to increase political and economic support for farmers' markets, and leverage public policy changes to improve the viability of small family farms. The Trust also sponsors the Mid Atlantic Food and Farm Coalition and the annual Future of Our Food and Farms Summit. In addition, the Trust supports a social marketing effort and is undertaking a public education and advocacy campaign in order to direct greater attention to the severe nutritional gaps faced by low-income residents of Philadelphia.

Primary funding for the Trust's initiatives is through the PA Nutrition Education Program, part of the USDA's Food Stamp Program, and USDA SARE. In addition, through a partnership with the University of Pennsylvania, a three-year grant has been provided by the Center for Disease Control to evaluate the impact of the school nutrition policy initiative on childhood obesity, thus validating the Trust's community-based interventions and ultimately supporting changes in public policy.

THE POSITION

The Communications Coordinator will be responsible for implementing a media and marketing plan for the organization with the goal of increasing The Food Trust's visibility, publicizing its activities, and raising awareness about food and nutrition issues in the region. This staff person will conduct media outreach and public relations for the organization, and develop and maintain relationships with media contacts. In addition to media relations, the Coordinator will work to market the organization by managing an advertising campaign for the organization, working with development staff to write and edit fundraising materials, and building partnerships with local corporations through sponsorships and events.

The Communications Coordinator will:

- Write press releases and coordinate press events to publicize Food Trust activities.
- Develop and maintain relationships with media contacts.
- Connect media to Food Trust spokespersons.
- Research and package relevant facts on access to food, school nutrition, obesity, farmers' markets, and other related issues.
- Plan and implement corporate sponsorship packages.
- Edit website and write monthly email updates to Food Trust list serve.
- Produce informational materials such as fact sheets and brochures and oversee promotional materials and items for organization.
- Coordinate special events planning with development staff.
- Build partnerships with corporate marketing/PR departments.

KEY ATTRIBUTES

- The ability to work with others in a collegial environment to implement the organization's vision.
- One or more years experience in public relations, media, marketing or a related field; demonstrated track record of success in the field.
- A bachelors degree in communications, marketing or a related field.
- Team building skills and the ability to encourage innovative thinking about problems, opportunities, and situations.
- Outstanding written and verbal communication skills.
- An ability to forge relationships with key contacts.
- Strong organizational skills.
- A working knowledge of computers and the Internet.
- The ideal candidate will have the following personal characteristics: unquestioned integrity; personal stature; a passion for excellence; a high energy level; a sense of urgency; excellent listening skills; persuasive communications skills; an entrepreneurial spirit; a sense of humor; an open mind; a candid manner; a commitment to The Food Trust's mission.

People of color especially encouraged to apply.

SALARY: Very competitive, based on experience.

TO APPLY:

E-mail your résumé and cover letter to contact@thefoodtrust.org or fax to 215-568-0882. Please reference "Communications Coordinator" in the subject line. Please do not call.