

## POSITION DESCRIPTION

**TITLE:** Project Associate,  
Farmers' Market Program

**REPORTS TO:** Brian Lang  
Project Coordinator

**LOCATION:** Philadelphia, Pennsylvania  
[www.TheFoodTrust.org](http://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 2005 budget of \$4.4 million and 30 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 schools. 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 19 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 position of Project Associate, Farmers' Market Program reports to and works closely with the Farmers' Market Program, Project Coordinator. The Project Associate is responsible for the development and day-to-day operations of the Farmers' Market Program. The Trust's signature program, the Farmers' Market Program staffs 19 weekly open-air markets, which provide nutrition education and increased access to fresh, locally grown food to consumers in the Greater Philadelphia region. The Project Associate plays a critical role in representing the agency to external constituencies and to educate the public about nutrition and food. Some evenings and weekends required.

Key objectives for the position include the following:

- Implementing and fostering the success of the program;

- Assuring delivery of materials to sites;

- Communicating with outside collaborators and partners and establishing new community partnerships;

- Conducting research and developing materials related to the program;

- Assist with program administration and grant reporting;

- Being accountable for program results;

- Work with community partners to conduct outreach to customers, and enhance existing farmers' market program;

Work with senior staff to evaluate the effectiveness of Farmers' Market Program nutrition education and design and implement changes to enhance their effectiveness.

### KEY ATTRIBUTES

- A bachelor's degree
- The ability to oversee the development of tailored materials that promote health education and behavior change.
- The ability to work with others in a collegial manner to implement the agency's vision. A track record of managing people and programs through change and expansion.
- Team building skills and the ability to encourage innovative thinking about problems, opportunities, and situations. The ability to develop a clear sense of purpose, identity, and esprit de corps in others.
- Strong written and verbal communication skills.
- Adept at forging strong relationships with key people inside and outside the agency.
- Ability to function in an entrepreneurial agency setting.
- The ideal candidate will have the following personal characteristics: unquestioned integrity, 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, and a commitment to The Trust's mission.

**For additional information, please contact:**

contact@thefoodtrust.org or fax your resume to 215-568-0882. Please reference "Project Associate, Farmers' Market Program" in the subject line.