

POSITION DESCRIPTION

TITLE: Project Coordinator – Corner Store Campaign

REPORTS TO: Director of Health Education and Communications

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 position of Program Coordinator for the Corner Store Campaign is a newly created position that will report to and work closely with the Director of Health Education and Communications to implement an innovative social marketing campaign based in corner stores.

The Food Trust's Corner Store Campaign seeks to reduce the incidence of diet-related disease and obesity by improving the snack food choices made by adolescents in corner stores. The Corner Store Campaign uses social marketing and education to increase demand for healthy snacks, works with the food industry to increase the availability of healthier choices in stores, and promotes participation in the school meals programs.

The Program Coordinator will

- Build working relationships with store owners to implement and evaluate the campaign.
- Work with The Food Trust's School Nutrition Policy staff to develop curricular and policy-based linkages with the schools in the 3 pilot communities.
- Conduct community outreach efforts to integrate community partners into this initiative
- Research and disseminate information to staff on related activities taking place across the nation
- Collaborate with the School Nutrition Policy's research team to design evaluation measures for the initiative.

KEY ATTRIBUTES

- The ability to work with others in a collegial environment to implement the agency's vision.
- An advanced degree is desirable but not required.
- Team building skills and the ability to encourage innovative thinking about problems, opportunities, and situations.
- Strong written and verbal communication skills.
- Spanish language skills desirable
- Adept at forging strong relationships with key people inside and outside the agency.
- 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 "Project Coordinator - Corner Store Campaign" in the subject line. Please do not call.