

## **POSITION DESCRIPTION**

- TITLE:** Director of Health Education and Communications  
The Food Trust
- REPORTS TO:** R. Duane Perry  
Executive Director
- 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 2004 budget of \$3.3 million and 20 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 Director of Health Education and Communications is a newly created position that will report to and work closely with the Executive Director of The Food Trust. Together, the Executive Director, the Deputy Director of Operations, the Nutrition Educator, the Director of Research and Evaluation, and the Director of Health Education and Communications form The Trust's senior leadership team. The position reports to the Executive Director.

The Director of Health Education and Communications will play a critical role in building agency capacity to educate the public about nutrition and food. In addition, he or she will represent the agency in meetings with external partners. Key objectives for the position in the first six months include the following:

- Enhance existing programs by developing and implementing social marketing initiatives and campaigns to improve the health and well-being of low-income Pennsylvanians. Work with program staff to integrate social marketing techniques to achieve the objectives of specific programs.

- Work closely with the senior staff to ensure that social marketing initiatives achieve the strategic objectives of The Trust, its funders and collaborators.
- Improve effectiveness of existing social marketing initiatives and begin to build agency capacity to implement social marketing in collaboration with groups in the southeast Pennsylvania region.

### **KEY ATTRIBUTES**

- An experienced professional with a style that promotes collaboration and communication.
- Experience in developing effective health communications and behavior change interventions with an emphasis on communication, would be desirable, but not required.
- Ability to develop, or oversee the development of, tailored materials to promote health education and behavior change.
- The ability to work with others in a collegial environment to implement the agency's vision. A track record of managing people and programs through change and expansion.
- The ability to provide leadership and direction in maintaining a work environment that continues to attract, retain and empower outstanding employees, and supports their continued professional development.
- An advanced degree and background in marketing, public relations, public health or education would be desirable, but not required.
- 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.
- 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 Trust's mission.

Please forward résumés and salary requirements to:

**Cynthia Barth at Diversified Search [Cynthia.Barth@Divsearch.com](mailto:Cynthia.Barth@Divsearch.com)**