



Part-Time Position with Growing Hope FARMERS MARKET OUTREACH COORDINATOR

Position Title: Farmers Market Outreach Coordinator

About Growing Hope

Growing Hope is a 15 year-old non-profit organization in Ypsilanti, Michigan dedicated to helping people improve their lives and communities through gardening and increasing access to healthy food. Growing Hope operates two Ypsilanti Farmers Markets and organizes capacity building trainings for Farmers Market vendors, startup food businesses and food entrepreneurs. These Building Blocks for the Food Entrepreneur trainings focus on food safety, business planning, licensing, marketing, and more and are fundamental in growing the local food economy and bringing new farmers and vendors to sell at the Ypsilanti Farmers Markets.

Position Description

We are seeking a person with strong cultural competency who is community-minded, efficient, and detail-oriented to act as a liaison from Growing Hope to the community. This person would conduct outreach about the Ypsilanti Farmers Markets and organize Farmers Market events as well as outreach for and organize Growing Hope's Building Blocks for the Food Entrepreneur trainings. This person would report to Growing Hope's Farmers Market & Nutrition Manager and work closely with the Program Director and Marketing Coordinator.

Job Responsibilities:

Ypsilanti Farmers Market Outreach and Event Planning (50%)

- Conduct on-the-ground outreach throughout the Ypsilanti area to identify new Market customers and vendors.
- Identify and partner with diverse community leaders in Ypsilanti that can reach target audiences.
- Plan and execute events at the Ypsilanti Farmers Markets that focus on celebrating local food cultures.
- Work closely with community partners and leaders to execute market events and general outreach.
- Support all Farmers Market evaluation efforts.

Building Blocks Outreach and Planning (50%)

- Conduct on-the-ground outreach throughout the Ypsilanti area to assess interest and need for food business technical support trainings.
- Schedule and lead Building Blocks trainings with expert facilitators on a variety of topics to meet the needs of startup food businesses and current Ypsilanti Farmers Market vendors.
- Support marketing efforts to increase participation at Building Blocks trainings.
- Be the lead on all Building Blocks evaluation efforts.



Qualified candidates will exhibit the following:

- Passion for building an equitable and sustainable local food system and supporting Ypsilanti's local food entrepreneurs.
- Experience working with a diverse range of people and communities.
- Strong interpersonal communication skills with ability to build trust and positive relationships with a diverse group of people.
- Ability to plan events with attention to detail, clear timelines and strong execution.
- Ability to think creatively and problem solve spontaneously.
- Microsoft Office and general computer skills required (Mac & PC).
- Ability to work independently and with a team.
- Work in various weather conditions such as heat, humidity, wind, rain, etc.
- Valid Michigan Driver's License required.
- Establish and maintain a positive and effective working relationship with vendors, the public, community partners, and Growing Hope staff.

Preferred qualifications:

- Fluency in Spanish and/or another language beyond English.
- Experience working in local food systems and highlighting local food cultures.
- Previous experience working in Farmers Market settings or planning community events.

Hours & Compensation: \$16.00 per hour. 20 hours per week.

- This position is entirely grant funded. Funding is expected through September, 2020 with opportunity to continue based on funds.
- Farmers Markets operate weekly Tuesdays throughout the year 3:00-7:00 pm and weekly Saturdays May-October 9am-1pm. The position requires availability on some Market days.
- Building Blocks trainings occur on weeknights and Saturdays in fall and winter and early spring.

To Apply: Submit resume & 1 page cover letter, complete with reference contact information, to apply@growinghope.net. Preference given to applications received by Friday July 27, 2018 at 5:00 pm.

We encourage the following groups to apply: people of color and individuals who possess an in-depth understanding of poverty or economic hardship. Growing Hope is an Equal Opportunity Employer and does not discriminate potential employees based on race, creed, age, color, disability, national origin, sex, gender identity, sexual orientation or marital status.