



Mailing Address: 31 Upper Ragsdale Dr. Ste 4 Monterey, CA 93940

Phone: (831) 384-6961 • Fax: (831) 883-3310 • www.everyonesharvest.org

Job Description

Market Program Manager & Fresh Rx Program Coordinator

Everyone's Harvest (EH) brings people and healthy food together! The nonprofit's mission is to provide access to healthy, affordable fruits and vegetables through certified farmers' markets and community food programs. Our vision is for every community to have a fair and sustainable food system. Employees will be given insight into nonprofits and a deeper understanding of our food system.

We value EH staff and strive to support each staff members' professional development while working with EH. Below are the details for the specific position:

Hours per week: 30-40 hrs/week

Pay rate: \$22-25/hr (based on experience and qualifications)

Reports to: Executive Director

The Fresh Rx Program Coordinator and Market Program Manager (MPM) will be responsible for the coordination and administration of the Fresh Rx Program at Everyone's Harvest, an innovative community food program that is a partnership between healthcare providers and farmers' markets focused on preventive health care to fight the rise of chronic diseases related to diet. The MPM will also be responsible for market administration and promotion, address participant and customer feedback, collect and track market data, and supervise market volunteers at Everyone's Harvest's year-round markets in Marina, Pacific Grove, and Seaside and seasonal markets in Salinas.

We value diversity. People of color, people LGBTQIA-identified, veterans, and formerly incarcerated individuals are encouraged to apply. EOE/AA.

Send resume and cover letter to info@everyonesharvest.org

Responsibilities include, but are not limited to:

Fresh Rx Program Coordinator Job Duties

1. Fresh Rx Program Administration:

Plan, organize, lead, and provide oversight for the Fresh Rx program as described in the Fresh Rx coordinator job description and below:

- a. Coordinate with healthcare partners to ensure enrollment of program participants in accordance with eligibility requirements and program capacity
- b. Assist office manager and ED with understanding and meeting grant goals for any funding directed to the Fresh Rx program



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- c. Oversee dispersal of funds to program participants at Alisal farmers market, Marina farmers market (SVH), and Natividad Farmers' Market.
- d. Track and monitor participants' attendance and dispersal of Fresh Rx funds at markets; assist office manager and ED with tracking of Fresh Rx scrip redemption by vendors.
- e. Keep in touch / remind participants of necessary program information, market dates, etc. via mass text system, often in Spanish.
- f. Marketing and outreach for Fresh Rx program
- g. Oversee the collection and maintenance of records on the clients of the program for statistical purposes ensuring confidentiality/privacy of clients' sensitive information.
- h. Coordinate all pre-program and post-program logistics and scheduling with program agencies.
- i. Track outreach material for partners if needed (e.g handout count)
- j. With Everyone's Harvest ED, coordinate data collection and reporting to NTAE Center of participant-level pre- and post-season survey data from Fresh Rx participants (50 total/yr), participant-level biometric data from clinics, firm-level data from farmers' market activities, and firm-level data from clinic partners. Includes some monthly, quarterly and annual reports.
- k. With Everyone's Harvest ED, coordinate data collection and reporting for CCAH grant
- L. With Everyone's Harvest ED, coordinate with program evaluation team regarding program evaluation for CCAH grant

2. General Duties:

- a. Maintain appropriate interpersonal relationships with market vendors, employees, independent contractors, board members, and consumers
- b. Be present and participate in all staff meetings and retreats
- c. Occasionally assist the office manager with administrative tasks related to markets, including organizing or retrieving market data.
- d. Dispersal and collection of year-round customer surveys as well as vendor surveys; survey data organization and summaries as needed

3. Alisal and Natividad Market Operations (May to November):

The Market Manager and/or EH staff or volunteers identified and supervised by the Market Manager, will complete the following tasks:

- a. Transport market equipment and supplies safely before market opens
- b. Control traffic safely during market set-up and take-down
- c. Lead set-up and take-down in accordance with all governmental ordinances and codes, including but not limited to, barricades and cones, signs, equipment, and Information and Kid's Booths
- d. Enforce, in a fair and diplomatic manner, Everyone's Harvest Rules and Regulations and all governmental rules, regulations, and codes pertaining to City, Certified Farmers' Markets



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regulated by the CA Agricultural Commissioner, and Health Codes regulated by the Monterey County Health Department

- e. Conduct vendor inspections as-needed
- f. Collect and file market participants' Applications, Hold Harmless Agreements, & necessary permits
- g. Oversee market paperwork, payments, and reimbursements
- h. Conduct EBT transactions with customers
- i. Greet and answer questions from the public
- j. Address disputes between vendors and customers on a timely basis
- k. Check market trash/recycling bins during market and empty as needed
- ll. Empty all trash/recycling bins when the market is over and transport them.

4. Marina, Pacific Grove and Seaside Assistant Market Manager (November to May):

- A. Assist in Market and Program Operations when needed – see above duties in section 3.
- B. Assist in preparing market paperwork prior to market and complete market reports for Marina, Pacific Grove or Seaside.

5. Social Media/Marketing/Development (optional)

- a. Manage Instagram and Facebook via content planning software (Hootsuite)
- b. Coordinate content themes w/ assistance of marketing consultant
- c. Manage Instagram and Facebook messages (directing customers or vendors to proper communication channels, answering questions and concerns)
- d. Coordinate with other market program managers (MPMs) to stay up-to-date on market changes, cooking demonstrations, and events
- e. Coordinate with other MPMs to create market events and activities

Required Qualifications:

- Valid driver's license, good driving record, and ability to drive a cargo van
- Ability to lift 50 pounds
- Outgoing, positive, and professional customer-service skills
- Responsible and detail-oriented
- Proficient in basic math
- Proficiency in the use of computers for: word processing, simple accounting, -2databases, spreadsheets, e-mail, and the internet.
- Confident working in an underserved, diverse community
- Team player and able to remain calm in stressful situations
- Knowledge of and passion for farmers' markets, sustainable food systems, food justice, and the assets and needs of the communities served by EH

Desired Qualifications:

- Education - university degree in a related subject or equivalent experience and knowledge of program management.
- Bilingual in Spanish and English