



Regional Environmental Council

PO Box 255, Worcester, MA 01613
(508) 799-9139

www.recworchester.org

Position available:

Hours: Full Time

Start Date: Mid-February

Deadline for Application: February 5, 2010

DESCRIPTION

The Regional Environmental Council, Inc. (REC), a grassroots, nonprofit, environmental justice organization with a 38-year history of working for environmental sustainability and social justice, is seeking a motivated and skilled individual to coordinate the Farmers Market Project of the REC's Food Justice Program. This requires planning and managing 2 weekly markets that will run June through October in 2 of Worcester's most food insecure communities. The Main South Farmers Market has run successfully for 2 seasons---a 1-month pilot in 2008 and a full 22 week season for 1 location in 2009. In 2010, we expect to continue with another full season. This year we will be developing an additional new weekly market site for a total of 2 sites. In addition to the development of the new market and the logistical coordination for both markets the Farmers Market Coordinator will be responsible for managing--in collaboration with Lutheran Social Services--a winter Community Supported Agriculture (CSA) income-generation project for newly arrived refugees. The Coordinator will be responsible for developing and implementing an outreach and marketing plan for both markets and for designing educational materials and planning and conducting educational workshops and other outreach efforts in order to build a customer base for the markets in food insecure communities. Work hours for the position will include regular weekend and some evening commitments.

Detailed Responsibilities Include:

- 1. Business and Market Planning** Developing a business and marketing plan for farmers market related activities including multiple market scenarios, year-round marketing, and creative income generating projects.
- 2. Winter Greens CSA** Working with partners at Lutheran Social Services to design and manage a start up winter CSA in the non-market months with refugee client growers and target populations for a customer base in Worcester's most food insecure communities.
- 3. New Market Development** Working to site an additional weekly farmers market location in a food insecure community in Worcester. Requires working collaboratively with partners to site, plan logistics, conduct outreach and secure all permitting for the new location.
- 3. Managing 2 Weekly Markets.** Requires managing 2 weekly markets during a 22 week (June-October) period including a market in the Main South Neighborhood in Worcester, and an additional weekly market (Location TBD) The managing portion of the position (June-October) requires: business, logistics, and operations planning; supervising and working with youth staff members to oversee the set up/clean up and daily operation of the markets; managing finances and bookkeeping; cultivating, supporting, and engaging in problem solving with vendors; and working with

community members and REC volunteers to do ongoing community outreach. The Farmers Market Coordinator must be onsite during hours of market operation.

4. Education and Outreach Conducting workshops, developing informational brochures and presentations to develop a customer base for a local food economy during the months of January-May and then as time allows during the market period June-October.

5. Business Partnerships Working with businesses in the for-profit sector to sponsor special events and specific program elements as well as to develop support for the market through facilitating direct farm to business sales.

6. Fundraising and Donation Solicitation Supplementing the existing supply and outreach budget through grant writing, REC membership development and donation requests.

7. YouthGROW Working with the YouthGROW urban agriculture program over the spring and summer with some responsibilities to build and implement farmers market related curriculum elements. Responsible for supervising youth staff for YouthGROW market booth at markets.

JOB SKILLS:

The position requires the following skills and experience:

- Organic/local agriculture experience
- Knowledge of the Main South and other low income Worcester neighborhoods
- Excellent people and communication skills, both written and verbal
- Interest in and commitment to environmental and social justice
- Self-motivation, detail oriented and reliable
- Evaluation experience including surveying and managing statistical data
- Volunteer recruitment and supervision experience
- Business planning and marketing skills
- Grant writing and development experience
- Basic accounting and bookkeeping experience
- Previous experience working with youth and racially, ethnically, culturally, and economically diverse populations
- Basic graphic design skills
- Youth work supervision and mentoring experience
- Even planning experience
- Spanish language skills a plus

If you feel you do not have all of the skills listed but DO have an excitement and passion for this work, please consider applying.

Send Resume with cover letter to: Casey Burns, Food Justice Program Director, Regional Environmental Council, PO Box 255, Worcester, MA 01613, fax to (508) 799-9147 or email education@recworchester.org. Email with subject: "Farmers Market Coordinator" and follow-up with phone call to (508) 799-9139. The Regional Environmental Council is an Equal Employment Opportunity Employer M/F and actively seeks a diverse pool of candidates. People of color are strongly encouraged to apply.