



Building resilient & equitable
food systems in West Virginia

304-926-0567

3820 MacCorkle Ave SE
Charleston, WV 25304
wvfoodandfarm.org

Position Description

Value-Added Products Technical Assistance Specialist & Training Coordinator

About Us:

The [West Virginia Food & Farm Coalition](http://www.wvfoodandfarm.org) is building the local food and agriculture system in West Virginia in a way that provides viable incomes for farmers and local food businesses and ensures all residents have access to local food. Farmers and local food and agriculture businesses are at the heart and soul of the local food movement; the Coalition seeks to first hear their voices and serve those who are fundamental to building resilient and robust food systems. Special efforts are made to understand their needs and vision for their businesses and communities in order to represent them in our work.

We are a small team with big hearts that work tirelessly with our board of directors, community partners, farmers, and food business owners to advance the goals of the organization. Sometimes we have a lot of fun visiting farms, facilitating community meetings, and speaking to legislators. Other times we're working hard on proposals and necessary reporting. Our work is time sensitive, and we have high-performance expectations and accountability for all of our team members.

The atmosphere of our office is very casual unless we're meeting with funders or legislators. We enjoy a flexible schedule while remaining accountable for our time and deliverables. We often travel as a team or solo for meetings, workshops, and to meet with constituents. The Coalition's staff and board of directors genuinely care for one another and approach their work with conviction and integrity. We are also a dog-friendly office and have a dog join us daily (more are always welcome).

About You:

This position is ideal for you if you have experience working in the food manufacturing, business coaching and development, and value-added agricultural products. You can build a program, develop curriculum, and manage teams program participants. You are good at listening to your team members, stakeholders, and community partners for input and feedback while maintaining the integrity of your work. You take the time to learn the history and context of your work and then you take the proverbial bull by the horns to make things happen. You can understand that the Coalition is a small

The West Virginia Food & Farm Coalition is a 501(c)(3) nonprofit organization and headquartered in Charleston, WV

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organization with a big mission and may sometimes need you to pitch in outside of your area of expertise to keep it all moving forward and can do so to support your team with an excellent work ethic. You expect the Coalition to constantly be shifting to meet the needs of the community. You can anticipate and welcome the shifting with flexibility and can re-tool programs based on feedback.

About the Position:

This is a 36/hr. per week, full-time position. This position may be remote as long as the candidate is willing to engage in significant travel: 1) travel to the participating value-added makers will be weekly and necessary 2) quarterly staff meetings change location throughout the state 3) Annual Staff/board retreat will be a two-night overnight trip (December 2026)

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| <p>Become an expert in state inspected and FDA inspected manufacturing of Value-added products. A Sequence of Training/Workshops for both the WVFFC Staff and VAPs Producers will be provided.</p> | |
| <p>TA Specialist completes sequence of safety and compliance trainings in order to provide support to VAPs Producers.</p> | <ul style="list-style-type: none"> • Better Process Control School • HACCP Certification and Training • HACCP for Managers • Allergen Management for Food Safe • Food Plant Sanitization • PCQI |
| <p>University of Wisconsin Food Financing Institute</p> | <ul style="list-style-type: none"> • Schedule/coordinate/conduct outreach and register individuals for this training to be in person for relevant WVFFC Staff and Partners (approximately 10 people can attend) - This is meant to build the capacity of WVFFC staff and partners to coach food businesses. |
| <p>University of Kentucky MarketReady Producer Program. – Essentially Created a WV VAPs University (needs a new name)</p> | <ul style="list-style-type: none"> • UK offer a buyer-driven approach to training value-added producers and farmers on developing their products • Schedule/coordinate/conduct outreach and register UK to host a 1-2 day train the trainer event, including showing the trainers who they train VAPs producers. This is relevant for WVFFC staff and partners and well as VAPs producers • Schedule a follow up event with UK where buyers come in and review VAPs Producers |
| <p>Develop out the program form curriculum for, and technical assistance for Mountain State Market Academy by providing group and 1:1 technical assistance to value-added producers</p> | |

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| with the intended goal of increase the number of VAPs producers who have increased process authority and scale to reach new markets (preferably out of state markets) | |
| Create Product Readiness for Scaling Assessment | <ul style="list-style-type: none"> Using the assessment tool provided by the University of Kentucky and other Readiness tools, create a Product Readiness for Scaling Assessment Tool that incorporate 1) regulatory 2) supply chain 3) labeling and packaging 4) buyer needs |
| Organize/coordinate/conduct Cohort Model of training | <ul style="list-style-type: none"> After the UK Training with the VAPs producers, the producers should be broken into cohorts of 3-5 individuals based on the results and needs of their readiness assessment. There should be at least 6 cohorts TA Specialist is responsible for coordinating the cohorts including communication with VAPs producers and TA providers. TA Specialist should acquire TA for the cohort based on need. <ul style="list-style-type: none"> E.g. If the need is packaging and labeling, work with staff or other TA providers to cover the need. There may be other in-house TA available. If there is no in-house TA available, TA Specialist should coordinate with Executive Director and VAPs program manager to acquire outside TA |
| 1:1 TA | <ul style="list-style-type: none"> As individuals are going through the Cohorts, they should be really reached out to see if the TA specialist can provide any additional assistance that isn't being covered by the cohort TA Specialist should work with additional VAPs producers who did not attend the UK training and work with them 1:1 through the created assessment and work with them to grow their product scalability with a goal of entering new markets. |
| Advancement/Growth of the Value-Added Products Program: | |
| Support/Create new VAPs Producers | <ul style="list-style-type: none"> The TA Specialist should use the provided list of value-added product producers to engage beyond the producers that are already with the Appalachian Cellar Brand at the Mountain |

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| | State Co-Hop to help with scalability, new process authority, and new market reach. |
| Support the growth of the Mountain State Co-Hop cooperative and Appalachian Cellar | <ul style="list-style-type: none"> • Provide support for the Mountain State Co-Hop/Appalachian Cellar Brand wherever possible as it's related to expertise/skills • Make Introductions between potential buyers/sellers to the brand • Look for new for-profit or nonprofit partnership |
| Engage in Reporting, Metric Tracking, and System Development | |
| <ul style="list-style-type: none"> • Complete Metric Tracking Daily • Maintain the schedule and calendar in the Gantt Chart • Complete assigned portion of grant reporting • Complete assigned portions of WVFFC board Reporting • Complete assigned sections of grant applications • Look for ways to create new systems that are more efficient and better organized at WVFFC and at Mountain State Co-Hop | |

Qualifications:

- Possess a bachelor's degree
- Experience in grant-funded project management
- Experience in food manufacturing, business planning/coaching development, program planning and development.
- Proficient in MS software including Excel
- Proficient in Google workspace
- Excellent writing skills and grant writing experience preferred
- Team player who demonstrates a positive attitude towards the work even when certain aspects seem mundane
- Can independently manage multiple projects, partners, communications, and teams at a time
- Ability to travel regularly

How to Apply:

Applications should be sent with the following documents ***combined as a single .pdf*** file in the following order to Spencer Moss at Apply@WVFoodandFarm.org with Value-Added Technical Assistance Specialist and Training Coordinator in the subject line.

1. Resume
2. Two-page cover letter that clearly and succinctly answers the following questions:

- a. Tell us about your experience building trust-based relationships with small business owners, rural stakeholders, or community-based partners. What approaches have you found most effective?
 - b. Describe your experience coordinating multi-session training programs or workshop series, particularly in food safety, agriculture, or a related field. How did you manage logistics across multiple partners and schedules?
 - c. What is your familiarity with food safety certifications and compliance frameworks such as HACCP, PCQI, or Better Process Control School? Have you completed any of these yourself, or supported others in completing them?
 - d. Tell us about a time you conducted outreach to recruit participants for a training or capacity-building program. What strategies did you use, and what challenges did you navigate?
 - e. Explain any experience that you have had with program planning. What planning tools do you use? How do you organize program planning to meet pre-determined milestones, but you have to determine the tasks? How did you plan to collect metrics?
 - f. Why are you interested in supporting value-added food producers in West Virginia, and what perspective or connection do you bring to this work?
3. Pertinent portfolio items *optional*

Selection Schedule:

- Initial Interviews will be conducted via phone/teleconference, and will begin immediately for qualified applicants
- Second interviews will be conducted on a rolling basis until the right candidate is identified
- The position will remain open until filled.

Benefits Compensation:

- Position is full-time salary exempt at 36 hours per week
- Healthcare Insurance premiums are fully covered for the individual employee
- Access to eye, dental (employer pays half)
- Short-term/long-term disability paid by employer
- Life insurance available paid by employer
- 12 days of sick leave annually.
- 11 Floating Holidays annually
- 22 PTO days are available after 90 days and are prorated for the year based on the date of hire.
- Employer matched retirement accounts are available after six months
- Compensation commensurate with relevant experience but base salary for the role is \$50,000