



Building resilient & equitable
food systems in West Virginia

304-926-0567
3820 MacCorkle Ave SE
Charleston, WV 25304
wvfoodandfarm.org

Position Announcement: Community Placemaking and Farmers Market 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 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 enjoyed a relaxed and 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 team of staff and board of directors genuinely care for one another and approach their work with conviction and integrity.

About You:

This position is ideal for you, if you have some experience working in the food and farm community, community development, farmers markets, Placemaking or related field. You are good at listening to your team members, constituency, 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 Food & Farm Coalition is a small 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 in order to support your team with an excellent work ethic. You expect the WVFFC to constantly be shifting

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to meet the needs of the community. You can anticipate and welcome the shifting with flexibility and are able to re-tool programs based on feedback.

About the Position:

This position is a partnership between WV Food & Farm Coalition and the West Virginia Farmers Market Association. The position will provide staff support and technical assistance with Placemaking around family centric activities and SNAP acceptance at farmers markets. The position will also engage in Placemaking (30%) around food/agriculture and tourism in two designated communities, sharing successes and lessons learned through case study development and storytelling. The position will engage farmers markets in becoming SNAP ready and utilizing vendor guides, technical resources, and marketing resources. The position will also track technical needs, gaps, and policy needs alongside the WV Farmers Market Association and develop a network for technical support and provide technical support through toolkit development.

Position Responsibilities:

- **Market Engagement:**
 - WVFFC will engage farmers markets in 15 counties to provide technical assistance in:
 - Becoming SNAP ready,
 - Implementing SNAP Stretch, and/or
 - Implementing child friendly Placemaking at farmers markets
 - Conduct outreach around the most current iteration of the farmers market vendor guide produced by the WV Dept. of Agriculture
- **Education and Technical Assistance**
 - Provide technical assistance to market acquiring marketing materials for the FarmFreshWV Campaign
 - Develop a network via monthly calls with farmers markets to support markets
 - Assist staff in developing regional trainings
 - Develop tool kits that answer technical assistance needs defined by farmers market network
 - Track questions and technical needs via google document
 - Develop and matrix of matrix of technical assistance providers and peer networks for local and regional food business enterprise development
- **Reporting**
 - Develop quarterly reporting that include detail documentation of activities and quantitative outcomes
- **Placemaking**
 - Engage, guide, and support two community in conducting Placemaking activities that support local food and agriculture farms and businesses
- **Other**

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- Become familiar and acquainted with the Coalition's efforts towards food equity and utilize principle, theories, and partnership in all projects and networks
- Develop grant applications to further Placemaking programming
- Write grant reports as they relate to the coordinators projects
- Miscellaneous administrative duties including reporting and program reimbursements

Qualifications:

- Possess a bachelor's degree.
- Excellent writing skills. Grant writing experience preferred
- Team player that demonstrates a positive attitude towards the work even when certain aspects seem mundane
- Can independently manage multiple projects, partners, communications, and teams at time
- Will do what it takes to get the job done
- Ability to travel regularly
- The position is based in Charleston, WV

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 Community Placemaking and Farmers Market Coordinator in the subject line.

1. Resume
2. Two-page cover letter that clearly and succinctly answers the following questions:
 - a. Why you are interested in food and agriculture? How will that passion will carry you through during times of disagreements, stress, pressure, deadlines, and the mundane?
 - b. Discuss your experience working in rural communities with individual community members. What did you learn from those experiences? What will you bring forward with you? What can you teach us?
 - c. WVFFC staff works intensely as a team about 40% of the time and independently about 60% of the time. Discuss what you need to stay independently motivated to achieve benchmarks. Discuss how you can work independently, but still communicate your work and as for collaboration with your teammates without becoming a lone wolf.
 - d. Discuss your experience writing grants (amounts, state, federal, foundation), reporting on grant progress, program evaluation, managing grant funded programs.
3. Non-fiction writing sample that has been wholly written and edited by only the applicant
4. Pertinent portfolio items *optional*

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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 during February until the right candidate is found.
- The position will remain open until filled, however, to be certain your application will be considered, applications are due 2/8/2018

Compensation:

- Compensation will be is \$40,000 /yr.
- The position's salary will be evaluated annually and may be adjusted if additional funding is available.
- Health insurance premiums are wholly paid for by the WVFFC and access to family healthcare insurance, health savings accounts, flexible spending accounts, and professional development are available.
- Two weeks of paid vacation during the first year, sick time, and floating holidays are available