



## **Good Food Bucks Communications and Outreach Associate**

### **Position Summary**

The Good Food Bucks Communications and Outreach Associate supports the implementation and operations of City Green's statewide Good Food Bucks SNAP Nutrition Incentive Program. The Good Food Bucks program provides funding, training, and technical assistance for the doubling of SNAP (Supplemental Nutrition Assistance Program) dollars at 60+ participating farmers markets, grocers, and other fresh-food retailers. Good Food Bucks support New Jersey households in gaining access to affordable fresh fruits and vegetables, while also generating revenue for local farmers and businesses.

The Good Food Bucks Communications and Outreach Associate will work closely with the Good Food Bucks Manager, the Director of Food Access, and partners to implement this impactful healthy food access program with a vision of ensuring that good food is available for all. This position focuses on cultivating relationships with partner farmers markets and grocers, outreach and communications to community members, and providing general programmatic support to the statewide Good Food Bucks program. As the Good Food Bucks program grows and evolves, the individual in this position will have the opportunity to have a lasting impact on the success of City Green's statewide nutrition incentive programming, which benefits people who use SNAP, NJ's local farmers, and local businesses.

### **Under the supervision of the Good Food Bucks Manager and Director of Food Access, the Good Food Bucks Communications and Outreach Associate will:**

- Provide programmatic and outreach support to City Green's Good Food Bucks nutrition incentive program for farmers markets, farm stands, grocers, and other fresh-food retailers.
- Assist with maintenance and updates of the Good Food Bucks website and online resources
- Conduct regular site visits to Good Food Buck partner farmers markets and retailers throughout the entire state of New Jersey to collect surveys and staff informational tables in support of program promotion.
- Support development and implementation of the Good Food Bucks social media content calendar, and digital content creation to enhance GFB's online presence



- Support the production of technical assistance and training resources for farmers' markets and retailers participating in SNAP and the Good Food Bucks nutrition incentive program
- Support Good Food Bucks Manager in entering, summarizing, and creating infographics for Good Food Bucks program data
- Provide support and assistance in facilitation of webinars and events for Good Food Bucks partner retailers and partner agencies
- Assist with on-the-ground outreach and policy advocacy efforts in coordination with City Green's Community Engagement and Advocacy Department
- Assist with internal seasonal and annual program evaluation activities in an effort to constantly improve the quality and impact of the program

**Other Responsibilities:**

- Foster and maintain positive relationships with partners throughout programs
- Maintenance of records and files for contacts and program materials
- Support for printed materials (flyers, newsletters, reports, etc.)
- Participate in "All Hands On Deck" activities, where all City Green staff cooperate on a large project, event, educational program or volunteer day
- Support initiatives and programs throughout the organization as needed
- Be prepared to represent City Green in a variety of situations with partners, guests, funders, government officials, other stakeholders, and community members
- Adhere to City Green's principles and policies
- Adhere to City Green's policies and practices around diversity, equity and inclusion
- Be prepared to support interdepartmental events and activities
- Follow organizational policies and standards for safety and liability
- Must have a valid driver's license of the state you reside in, at least 2 years driving experience, and be at least 19 years old. Employee's driver history for the past 4 years must meet City Green's insurance policy safe driving requirements.

**Qualifications:**

- Professional, volunteer, or personal experience with community outreach or organizing work



- Experience in computer skills and familiarity with software and applications, including Microsoft Excel and Outlook, Canva, Google Suite, and MailChimp
- Experience with social media, including Instagram, Facebook, and LinkedIn
- Ability to drive independently to farmers market and grocery store partners in all 21 NJ counties. Some use of personal vehicle will be required when City Green vehicles are not available. Mileage reimbursement for personal vehicle use is provided at \$0.67 per mile.
- Demonstrated ability to cultivate and maintain community relationships
- Experience working in diverse communities
- Ability to tailor training and communications to different audiences
- Ability to manage multiple tasks with strong attention to detail
- Outstanding written and oral communications skills; excellent interpersonal skills
- Understanding of food access issues
- Experience in modeling cultural proficiency and demonstrated commitment to equity, inclusion, and social justice
- Individuals who have personal or professional experience with food nutrition assistance programs such as SNAP or WIC, or with farmers markets/grocery retail, are strongly encouraged to apply.

### **Diversity, Equity & Inclusion in Hiring at City Green**

Diversity is a core value of City Green. We believe the power of diversity enriches all of us by exposing us to a range of ways to understand and engage with the world, identify challenges,

and to discover, design and deliver solutions. City Green is committed to working to build and sustain an equitable and inclusive work environment where diversity is celebrated and valued. We believe diversity benefits and enriches the development of all of our staff, partners, supporters, and community.

### **Hours and Compensation:**

**Salary:** \$46,000 annually

This is a full-time, year-round on-site position with a varying daily schedule. This position requires frequent site visits to farmers market and grocery store partners throughout all 21 New Jersey counties.



**All City Green Employees Must:**

- Be authorized to work in the United States
- Have a valid driver's license in the state they reside in, at least 2 years driving experience, and be at least 19 years old. Employee's driver history for the past 4 years must meet City Green's insurance policy safe driving requirements.
- City Green is a non-profit Youth Serving Organization. As such, we require all employees to receive a recommendation of approval for employment from the New Jersey State Police through State and Federal Fingerprint-Based Criminal History Record Check. Once a candidate has been offered employment by City Green, we will provide instructions to obtain the required documentation.

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**To apply for any position, visit [www.citygreenonline.org/careers](http://www.citygreenonline.org/careers)**