

Seven Valleys Health Coalition, Inc.

Job Description

TITLE: FMPP Project Coordinator

REPORTING: Reports directly to the SVHC Executive Director

POSITION SUMMARY:

This is a half (0.50) FTE position to manage all aspects of the three-year, FMPP (Farmers' Market Promotion Program) Grant. The purpose of this grant is to increase consumption of and access to locally and regionally produced agricultural products by supporting, promoting and exploring expansion of all methods of producer-to-consumer direct sales, including farmers' markets, Community Supported Agricultures(CSA), roadside stands, and agritourism activities in Cortland County via a dynamic marketing campaign and completion of a market analysis, site location review and strategic plan for a year-round indoor farmers' market and commercial kitchen in Cortland County.

The specific duties of this position will change as programs are implemented and concluded, and or other needs and resources are identified. As such duties and responsibilities include, **but are not limited to:**

- ➔ Creating and executing a multi-dimensional marketing campaign including print, radio and social media including a new Cortland County "Food Trail" agritourism map, and incorporation of nutrition education into the campaign;
- ➔ Researching and writing a market analysis and strategic plan/business plan for a new, year-round, indoor farmers' market and commercial kitchen;
- ➔ Implementing and revising annual grant workplan and budget for the FMPP grant; ensuring work plan goals and objectives are met, activities are completed, and all grant reports are complete and submitted in a timely manner; ensuring that all grant requirements are fulfilled;
- ➔ Perform all other duties as assigned by the Executive Director of the SVHC.

This is a half time, 20 hours a week position. The funding for this position is through a USDA grant for 36 months. This position will reduce to 15 hours per week for the third year. **This grant-funded position is available through September, 2019.**

QUALIFICATIONS:

Minimum of a Bachelor's degree in health, agriculture or a related field; knowledge of and preferably experience with conducting marketing, business planning, nutrition education, and agriculture/local foods. Candidates must have strong written and verbal communication skills; ability to work with people, lead groups and work independently; ability to multi-task. Must be proficient with computers, including Microsoft Office, power point presentation development, web based research, creation and development of spreadsheets, reports, and databases. Prefer at least basic graphic design knowledge. Must have reliable transportation.

APPLICATION INSTRUCTIONS:

Mail, fax or email your cover letter and resume with professional references to:
Jackie Leaf, Executive Director
Seven Valleys Health Coalition
10 Kennedy Parkway
Cortland, NY 13045
Jackie@sevenvalleyshealth.org