MAP Employment Opportunity

Position Title: Markets and Enterprise Specialist

Organization Summary
The mission of the Massachusetts Avenue Project (MAP) is to nurture the growth of a diverse and equitable community food system to promote local economic opportunities, access to affordable nutritious food and social change education. MAP’s Growing Green Program is a year-round youth development initiative that involves youth in solving Buffalo’s challenges related to nutrition and healthy food access. The program trains youth in urban agriculture, food systems issues, microenterprise development, and leadership. MAP values creativity and cooperative principles and our staff work closely as a team.

Position Summary
The Markets and Enterprise Specialist will maximize and promote market-based opportunities and growth for MAP’s farm and enterprise products and maximize sourcing from local sustainable farms to supply MAP’s Mobile Market. The Markets and Enterprise Specialist will work closely with local farms and youth leaders to promote and support the advancement of local food procurement in the Buffalo Public Schools and help coordinate seasonal CSA distributions at MAP’s farm. They will work closely with other staff to train youth on all aspects of social enterprise and market operations, coordinate youth enterprise product packing and distribution, assist with sales and operations of the Growing Green Mobile Market and the marketing of local farm products.

Essential Functions

Markets Development and Coordination
- Work closely with the MAP Markets Director and Farm Director and other local farmers to coordinate food procurement and storage of produce and supplies for market sites
- Build relationships with local, sustainable farms and wholesalers to supply MAP’s Mobile Market, Buffalo Public Schools and other institutional buyers
- Coordinate CSA distribution of local partner farm produce including scheduling weekly drop off and pick up
- Coordinate marketing for MAP’s market-based CSA
- Assist Markets Director in track food sales at market sites, restaurants and wholesale, including setting prices, tracking inventory, quality control and coordinating delivery
- Participate in farm and value-added product business planning
- Maintain weekly schedule with market sites and develop strategies to grow customer base and promote the importance of seasonal, local and healthy eating
- Coordinate on-going neighborhood based and public outreach and promotion for market sites, including creating flyers, social media posts and other promotional materials
- Participate in public Just Transition events to promote public awareness of the role of agriculture in the cause and solutions to climate change
- Train and oversee volunteers, interns and Growing Green youth to assist with Mobile Market activities
- Drive Mobile Market to partner sites and coordinate set up and clean up
- Maintain regular record keeping related to work, including recording sales, WIC and EBT transactions
- Assess customer feedback on a regular basis to provide better service and education
- Mentor and supervise interns, youth employees, and volunteers
**Enterprise education and development**
- Work with Youth Education Director to train teens in product development, marketing, accounting, sales, customer service public speaking and cooperative governance of a small enterprise
- Work with Markets Director to assist youth in the creation, processing, distribution and sales of value added products to area locations
- Create marketing materials, publications and marketing activities to access local and regional marketing outlets.
- Monitor youth and evaluate all participants to document progress and have input for project process and future sustainability

**Other Responsibilities**
- Coordinate Promised Land CSA share distribution supervision schedule Attend periodic staff, Board and community meetings as needed
- Participate in program evaluation and strategic planning
- Update operating licenses and permits as needed
- Coordinate vehicle maintenance as needed
- Occasional farm work as needed

**Critical Skills & Qualifications**
- Business development or sales management experience, including knowledge of creating business plans; experience with farm sales or farmers market management a plus
- Ability to efficiently manage a project from start to finish
- Self-motivated and demonstrated ability to work cooperatively as part of a team
- Familiarity with sustainable agriculture and food systems
- A love of sustainably produced fruits and vegetables and enthusiasm for sharing knowledge with others
- Strong Communication skills and experience working with a diverse population
- A high energy, friendly attitude (even if it’s hot, or rainy, or the end of a long, frustrating day)
- Strong organization skills and ability to manage multiple projects at once
- Financial management skills and strong attention to detail; knowledge of Quickbooks or other financial record keeping software a plus
- Ability and comfort working with a diverse population of teenagers; experience working with youth or communities of color a plus; multi-lingual a plus
- Fluency with social media and computer database software
- Flexible schedule is crucial; ability to work some evenings, weekdays, and weekends.
- Ability to lift 50 pounds in and out of a raised truck bed repeatedly
- Ability to drive and safely maneuver a box truck. (Does not require a commercial drivers license) and clean driving record
- High school diploma or equivalent

This is a seasonal full-time paid position.

**Interested candidates should send a resume by April 11, 2016 to:**
Danielle Rovillo, Markets Director
MAP
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