Title: Program Manager, Cooperative Development
Reports to: Program Director
Classification: Full-time, Exempt

A note on the current state of our work environment:
Veggielution is open and staff are considered essential workers, and we adhere to all of Santa Clara County’s public health guidelines and regulations. COVID-19 vaccines are mandated for all Veggielution employees.

Veggielution is hiring a Program Manager for Cooperative Development. Under the direction of the Program Director, the Cooperative Development Manager will support Eastside Grown graduates income-generating projects with coaching, technical assistance, and networking, including relationship-building with institutional partners.

The Eastside Grown Program is a multi-year program that promotes economic mobility by increasing knowledge on how to start value-driven and local food businesses for entrepreneurs at varying stages of business development. Eastside Grown is part of a Si Se Puede Collective (SSPC) initiative called Jobs to Grow, which seeks to impact food business and child care entrepreneurs at the individual, interpersonal, community, and organizational levels.

During the first year, the Cooperative Development Manager will primarily support the launch, contract bidding, financial management, and marketing with a worker-owned cooperative business of Eastside Grown graduates. The range of responsibilities includes co-designing the business plan with worker-owners, recruitment, on-boarding, and continuing training support for new worker-owners, preparing curriculum and agendas for meetings, legal incorporation and governance issues, individual and group leadership development coaching, project evaluation, contract bidding and management, and building a movement toward a solidarity economy.

The position is expected to evolve to respond to emerging opportunities for income-generation for excluded and vulnerable workers in the City of San Jose and the Santa Clara County food systems. The right candidate for the job will contribute to the long-term success of Veggielution.

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Organizational Overview
With an annual budget of just over $3 million, Veggielution connects thousands of San José residents each year through programs that encourage experiential learning and deep connection. We are located in Emma Prusch Farm Park in the Mayfair neighborhood of East San José. Through Veggielution's three key program platforms—Food Sovereignty, Community Engagement, and Environmental Education—our aim is to work with our East San José neighbors to ensure that they experience a richness of community life and health that combats social isolation and provides the support needed to create more robust social networks and take positive action in our community. Our goal is to engage residents throughout Santa Clara County, with a special emphasis on fostering community and family engagement in the low-income, working immigrant community of East San José. We believe that through shared conversations and experiences, healthy food and outdoor learning, Veggielution can help to build social capital in East San José and change attitudes and policies toward low-income residents by strengthening diverse and multicultural social networks.

Veggielution is one of five anchor organizations in the Mayfair neighborhood of East San José, including Amigos de Guadalupe, Grail Family Services, the School of Arts and Culture at MHP, SOMOS Mayfair that comprises the Sí Se Puede Collective (SSPC.) The SSPC formalizes the shared commitment of these organizations to serve low-income families living in the Mayfair community. By coordinating the work of these organizations, the SSPC aims to produce a much greater positive impact in the community than any one organization can do alone.

Position Summary
The Cooperative Development Manager works under the direction of the Program Director to join our team and support the development, launch, and growth of a worker-owned cooperative alongside other income-generating opportunities for and with Eastside Grown graduates. We are seeking a business developer with a proven record of commitment to worker and immigrant justice.

The Eastside Grown Program is a multi-year program that promotes economic mobility by increasing knowledge on how to start value-driven and local food businesses for entrepreneurs at varying stages of business development. Eastside Grown is part of a Sí Se Puede Collective (SSPC) initiative called Jobs to Grow, which seeks to impact food business and child care entrepreneurs at the individual, interpersonal, community, and organizational levels. This initiative tests the SSPC’s theory of change that community engagement, learning and capacity building, collective action, and

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coordinated and universal access help us achieve short-term and long-term outcomes that foster neighborhood belonging, collective agency, and economic well-being. Our learnings from this initiative also influence systemic investments and policy change.

This role requires business development experience, ideally with worker-owned cooperatives. Ideal candidates will be analytic problem solvers with strong relationship management capabilities. They will be responsible, resourceful, proactive, self-motivated, flexible, adept at managing change, have a strong interest in food, community, entrepreneurship, and driven by our mission to connect people from diverse backgrounds through food and farming to build community in East San Jose.

The Cooperative Development Manager will work directly with the Veggielution Program Director and Eastside Grown Program Team, as well as Jobs to Grow initiative team members from other SSPC agencies.

This is a full-time, exempt position, with a five-day work week including Saturdays.

**Responsibilities include, but are not limited to:**

1. **Worker-Owned Cooperative Development (60%)**
   - Support the incubation and on-going growth/partnership with an LLC as a worker cooperative business through project management, education, coordination of technical assistance, and coaching.
   - Support a cooperative of workers owners who are Eastside Grown graduates (resident-food-entrepreneurs) to build strong governance and management systems.
   - Participate in a six-month worker cooperative training and coaching series led by Democracy at Work Institute
   - Train one or more of the member-owners as Member Administrator(s) during the first year of cooperative development.
   - Engage technical assistance partners such as accountants, consultants and training partners in cooperative business development efforts based on stages of development & needs.
   - Create and adapt cooperative development guides and tools and help the team reflect on and improve them.

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Give shape to the work between the new worker-owned cooperative, Veggielution and the Si Se Puede Collective. May involve regular planning meetings, retreats and regular evaluative data collection and collective analysis.

2. **Business Coaching & Technical Assistance (20%)**
   - Provide ongoing business management technical assistance to the cooperative, including coordinating with technical assistance providers
   - Provide coaching to worker-owners to develop their business management and leadership skills
   - Conduct research for worker cooperatives and small businesses, as needed, and/or in coordination with technical partners (market research, local programs or resources, legal and tax issues, etc.); make referrals when appropriate
   - Develop & facilitate workshops to support member-owners to effectively manage & govern their businesses
   - Support workers and member-owners engage with and move through conflict that might arise in the group
   - Manage initial contract(s) with institutional partners and onboard member-owners to contract management and bidding procedures for future contracts.

3. **Laying a Foundation for Scaling Projects (10%)**
   - Identifying resources and growing partnerships with our institutional partners.
   - Maintain relationships in our local worker cooperative ecosystem.
   - Tools & systems development that have the capacity to be used as shared infrastructure for other organizations such as SSPC
   - Work with the cooperative team members to negotiate contracts to and bidding for contracts for city, county and state food systems labor.

4. **Program Administration and Data Collection (10%)**
   - Work with the Program Director and Program Team to develop and manage annual program budgets, calendars, evaluation, and objectives.

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• Support development of a positive work environment grounded in interpersonal trust, cooperation, and communication
• Works closely with the Member-Owner Team and Veggielution's Executive Director to build and scale up Eastside Grown LLC
• Schedule and complete weekly team meetings with key staff to evaluate and prepare work plans
• Support Development Manager in ongoing reporting to highlight lessons learned, strengths and capacity building needs
• Tools & systems development to streamline program administration and remain outcomes-driven

**Education and Experience Requirements**

- Demonstrated deep commitment to and belief in Veggielution's mission
- Proficient at empathizing and engaging with diverse communities, particularly those that have been historically disenfranchised
- Experience with entrepreneurship, workforce and small business development, marketing, business finance or lived entrepreneurial experience.
- Strong organizational and logistical skills
- Demonstrated leadership and interpersonal skills, teamwork orientation, and ability to motivate wide range of people with a sensitivity to issues of cultural diversity
- Experience supporting outcome assessment and program evaluation
- Demonstrated experience in informal education, popular education, or facilitation techniques
- High proficiency in Spanish and English written and/or spoken is required
- Office and project management software proficiency, including Microsoft Office, Google Workspace, SalesForce, and Trello
- Experience working with cooperatives or other democratic organizations a plus
- Eagerness to learn about and strengthen the cooperative economics/solidarity economy movement locally and nationally, especially with immigrant communities
- B.A. in Business Administration, Marketing, Finance related, Public Administration, Social Work, Community Development or a minimum of three years of equivalent work experience

**Key Desired Content Expert Areas**

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● Business Planner & Developer
● Social Entrepreneur
● Financial Analyst
● Social Justice Advocate
● Communications & Marketing Expert

PLEASE NOTE
You may be a strong candidate even if you don’t have all of the skills and characteristics described above. You might have important skills not listed here. If you are excited about this position and what you can bring to our work, we want to read your application.

Working Conditions
● Non-conventional mix of office and outdoor work environment requires affinity for interacting with visitors in a farm setting.
● Tuesday-Saturday work week with occasional early morning or late evening work

Compensation
Salary: $72,000 per year, plus excellent health benefits, professional development funds, and generous paid time off. Because we know the practice of compensation negotiation can contribute to pay inequities, this compensation rate is non-negotiable.

Veggielution is committed to being a multicultural organization that embraces shared leadership and is passionate about achieving social justice.

To apply, please send a resume and cover letter to: hr@veggielution.org

Veggielution is an Equal Opportunity Employer (EOE). Applicants are considered for employment without regard to age, race, color, religion, sex, national origin, sexual orientation, gender identity and gender expression, disability or veteran status.

Application deadline: Open until filled.

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