



Harvest Home Farmer's Market
Healthy Seniors, Healthy Shoppers 2.0
Project Manager

LOCATION: New York City

JOB TYPE: Full-time, permanent. Based primarily in the main office on West 126th Street, some days and weekends at market locations in the Bronx, Upper Manhattan, and Brooklyn.

DESCRIPTION:

Harvest Home Farmer's Market operates 13 markets in low-income communities in New York City. The Healthy Seniors, Healthy Shoppers 2.0 (H2S2) program provides seniors a \$4 incentive in coupons to purchase fruits and vegetables at farmers markets in the Bronx, Brooklyn & Upper Manhattan. The program seeks to improve the overall health and well-being of participating seniors through increased access to affordable healthy foods and decreased food insecurity.

JOB SUMMARY:

The Healthy Seniors, Healthy Shoppers Project Manager will oversee the program implementation and data collection for an IRB program evaluation. The Project Manager will be responsible for establishing and managing sustainable and effective linkages with five local healthcare providers including Federally Qualified Healthcare Centers (FQHCs) and public hospitals to increase the purchase and consumption of fruits and vegetables of seniors residing in five under resourced neighborhoods in the Bronx, Brooklyn and Upper Manhattan.

RESPONSIBILITIES AND DUTIES (include but are not limited to):

- Develop an outreach and marketing plan for H2S2 that considers the diverse ethnicities, languages and cultures of host communities serving individuals 60 years or older.
- Lead partner communication and program execution. Conduct presentations and trainings introducing the program at senior centers and other relevant institutions to raise consumer and community consciousness about the role of H2S2 in the community's food system. Create guide for market tours and facilitate with partners.
- Work with the evaluation team in designing and collecting survey data and preparing reports. Ensure the accurate maintenance of records, disbursements, and monthly grant reports.
- Participate in team meetings and trainings.
- Develop and distribute program promotional materials.
- Coordinate SNAP enrollment partnership as necessary.
- Attend markets and collaborate with HHFM interns to ensure that the survey process is soundly executed. Maintain accurate records of H2S2 transactions and distribution of nutrition incentives.



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QUALIFICATIONS:

- Bachelor's degree in related field –
- Experience working in a community nutrition program
- Knowledge about the local food system
- Very comfortable using mobile technology, particularly Apple products (iPads and iPhones)
- Experience with the diversity of NYC neighborhoods
- Knowledge of Spanish or Chinese (Mandarin or Cantonese) a HUGE plus
- Experience managing data and working with data collection agencies
- Knowledge of the Supplemental Nutrition Assistance Program (SNAP), the Farmers Market Nutrition Program (FMNP) and other nutrition benefit programs
- Precision, accuracy, and timeliness in completing duties
- Excellent interpersonal skills, including patience with others
- Ability to follow directions, work as a team, and manage others
- Expertise in MS Office, and CRM's a plus.

SALARY: \$55,000 – 57,500

- PTO and paid holidays.
- Healthcare and dental benefits

HOW TO APPLY: Email resume and cover letter to altonwilson@hotmail.com. Include in the subject line "Project Manager H2S2 Application." Please provide your phone number. **No phone calls please.**