JOB ANNOUNCEMENT:
BUSINESS COUNSELOR/PROGRAM ASSOCIATE
Healthy Neighborhood Market Network
LOS ANGELES FOOD POLICY COUNCIL

ORGANIZATIONAL SUMMARY
The Los Angeles Food Policy Council (LAFPC) is a non-profit initiative to ensure food is healthy, affordable, fair and sustainable for all. Through policy creation, cooperative relationships and innovative projects, our goals are to close the gap in access to healthy food and food assistance programs, cultivate a fair local food economy, protect environmental resources and foster a diverse regional movement for Good Food.

PROGRAM SUMMARY
The Healthy Neighborhood Market Network (HNMN) program expands access to healthy food options in low-income under-served communities and also support small business development. HNMN builds the capacity of neighborhood markets and corner stores in “food desert” areas to offer healthy food through technical assistance and customized consultation for store owners who are interested in becoming healthy food retailers, multilingual training events, and leveraging resources for healthy food retail. Through our program, local store owners grow as business leaders as well as community health advocates. The Healthy Neighborhood Market Network program delivers high-level comprehensive services to assist healthy food retailers using expert reviewed educational material and has been recognized nationally as using an innovative model that addresses healthy food access holistically.

POSITION DESCRIPTION
We are seeking a motivated professional to work with us as a Business Counselor/Program Associate for the Healthy Neighborhood Market Network. The Business Counselor/Program Associate will provide technical assistance directly to store owner clients, and also lead program marketing and communications. In one-on-one technical assistance, this individual will provide small business support to clients through a nine-part healthy food retail curriculum, working closely with market store owners in the areas of business planning, marketing, growth strategy, and other areas of a successful healthy food retail operation. The Business Counselor will provide technical assistance to 3-4 store owner clients each year, setting and achieving benchmarks in improving their clients’ business revenue related to healthy food products. S/he will also lead communications and marketing for the HNMN program with the goal of increasing the exposure of our program locally and nationwide through newsletter management, social media management, and identifying public speaking opportunities at relevant conferences. This person will work in a setting that requires attention to multiple, simultaneous projects and efforts, and flexibility to shift work priorities according to the changing needs of program participants, the program, and the organization.
ESSENTIAL FUNCTIONS

Technical Assistance and Program Service (50%)

- Develop trusting, productive working relationships with small business owners
- Guide technical assistance process with sensitivity to store owner needs, capacity, and aspirations using HNMN’s nine-module curriculum. Topics include business operations, succession planning, infrastructure development, marketing and branding, fresh inventory management, store design and merchandising, advertising & sales planning, financial statement review, advance web/content development, reviewing and refer for permits and licensing, and community engagement
- Assess and evaluate store owners through pre- and post-program surveys and assessments; report on store progress as required by program needs and funder requirements
- Plan and deliver instruction and implementation, both in the store environment and in the community, to provide the greatest impact to increase produce, healthy food sales, and overall revenue
- Manage and maintain record of all financial resources and expenses for each participating client
- Identify and secure additional resources and external partners to compliment technical assistance
- Troubleshoot project implementation issues and identify cost-effective solutions

Program Communications and Marketing (30%)

- Develop and manage program newsletter, listserv, social media and other communications material to enhance program presence locally and nationally
- Manage program specific volunteers for volunteer days or community events
- Identify and pursue opportunities to present at local and national conferences relevant to economic development and/or public health, as well as other related fields

Outreach (10%)

- Generate leads to identify corner store markets that are interested in program services
- Conduct outreach to community institutions and professionals to generate leads and build support for clients and the HNMN program
- Represent the HNMN program at community events and gatherings

Reporting and Communications (10%)

- Provide regular project updates to store owners and Program Director
- Provide project updates monthly for funder reports.
- Generate program updates for external audiences, including half-yearly or quarterly updates
Document projects through photo/video as necessary

**Event Coordination and Production (05%)**
- In collaboration with the HNMN team, coordinate events and workshops to support corner store owners to build their capacity as healthy food retailers
- Coordinate with speakers, presenters, and professional support services to conduct workshops in alignment with HNMN curriculum and program goals
- Assist in Coordinating business development trainings.

**MINIMUM REQUIREMENTS/QUALIFICATIONS**
Relevant skills and experience include community-focused work, including project management, project coordination, administrative coordination, and community-based workshop facilitation, food retail/retail business operations, business development strategies, project management, financial management, critical and strategic thinking, research, multi-disciplinary writing, and meeting facilitation. A strong candidate will have strong familiarity and experience working in food systems and community development; is entrepreneurial, creative and collaborative; an effective leader, communicator and writer; possesses a demonstrated commitment to social and racial equity; and open, flexible, and ready to learn and grow to the needs of the community, the program, and the organization.

**Required Skills and Experience:**
- A Bachelor’s degree and a minimum three years of relevant professional experience
- Experience working with underserved, low-income communities with sensitivity and integrity
- A working knowledge of basic business and retail/food retail operations, and experience working with small-business owners
- Familiarity with effective communications/marketing techniques and proficiency in social media platforms
- Effective written and spoken communicator
- Experience facilitating effective cross-sector partnerships
- Experience managing multiple tasks and working with deadlines
- Ability to connect research and practices to implementation
- Can work independently and with a team
- Problem-solver, “can do” attitude and team player
- Organized and detail-oriented
- Working knowledge of Microsoft Office software and Internet browsers

**Desired Skills and Experience**
- A Master’s degree, preferably in a related field such as public administration, social work, urban planning, community economic development or business administration
- Strong fluency in written and oral Spanish preferred

**OTHER REQUIREMENTS**
A private vehicle is utilized for company purposes validation of a California Driver’s License and proof of personal minimum liability insurance coverage per the requirements of the state of California.

- Reference checks will be conducted. Employment is also contingent upon receipt of acceptable references
- Special Requirements – When necessary, working evenings or weekends and occasional overnight travel required

SUPERVISION
The Business Counselor/Program Associate reports directly to the Project Director of the Healthy Neighborhood Market Network.

SALARY AND BENEFITS
The Business Counselor/Program Associate is a full-time, exempt position that starts with an annual salary of $53k-55k commensurate with experience. The Los Angeles Food Policy Council, a fiscally-sponsored project of Community Partners, offers health, dental, and vision insurance, retirement plan, generous vacation and sick leave.

START DATE: August, 2019

HOW TO APPLY
Applications should be submitted to jobs@goodfoodla.org with “HNMN BC/PA” in subject line.

Please include:
(1) a cover letter that includes relevant experience, (2) names and contact information for 2-3 professional references; (3) a current resume; and (4) a writing sample between 1-4 pages. (Links to writing samples posted online are allowed.)

FOR MORE INFORMATION
Los Angeles Food Policy Council: www.goodfoodla.org

Los Angeles Food Policy Council (a project of Community Partners) is an equal opportunity employer and encourages people of color, women, and LGBTQ persons to apply.