



1125 W 6th Street Suite 500 ♦ Los Angeles CA 90017 ♦ TEL (323)463-3171 ♦ FAX (323)463-1062 ♦ www.seela.org

TITLE: Project Coordinator, SEE-LA Farmers'
Market App
STATUS: Full-time/Non-Exempt

COMPENSATION: \$18-20/hour, 40 hours/week
REPORTS TO: Director, Farmers' Market
Operations

Sustainable Economic Enterprises of Los Angeles (SEE-LA) is the largest mission-driven operator of farmers' markets in Southern California and a leader in improving food access and nutrition education. SEE-LA is launching the SEE-LA Farmers' Market App at our six (6) Certified Farmers' Markets. The App, available in both Spanish and English, will allow for wholesale and retail pre-order sales and delivery from SEE-LA's markets. Additional functions include: direct messaging between vendor and customer, in-person payments, and a loyalty/rewards program. The project leverages existing market infrastructure to expand direct producer-to-consumer sales for independent farms and ranches.

POSITION DESCRIPTION:

Under the direction of the Director, Farmers' Market Operations, the Project Coordinator will be responsible for recruiting and assisting vendors in creating customer accounts, launching and marketing the app to English- and Spanish-speaking consumers, building strategic partnerships for a retail and wholesale delivery program (particularly in South Los Angeles), coordinating a stakeholder advisory group, and establishing a loyalty and rewards program to incentivize consumer participation. Additionally, the Project Coordinator will support SEE-LA's partnership with the Urban Environmental Policy Institute at Occidental College, to assess barriers to adoption for low-income customers and market manager training on implementing similar technologies to increase farmers' market activity and share lessons from SEE-LA's experience.

RESPONSIBILITIES

Vendor Recruitment & Coordination

- Recruit vendors to adopt technology and assist vendors in setting up their online store
- Facilitate technical assistance support between market vendors and Technology Partner
- Introduce and maintain the aggregation and delivery program at SEE-LA's Farmers' Markets
- Conduct pre, mid, and post interviews with vendors to assess user experience

Marketing / Customer Recruitment

- Coordinate project branding efforts (i.e. project name, brand, and logo)
- Develop digital promotional materials for SEE-LA's social media accounts and newsletter
- Introduce Loyalty/Rewards Program
- Promote App to customers at SEE-LA's Farmers' Markets and at community events

Wholesale Program

- Identify and secure wholesale customers within delivery areas, with a focus on corner stores and Healthy Food Retailers in South Los Angeles
- Assemble Advisory Group of wholesale customers, conduct pre, mid, and post interviews with members to assess user experience



1125 W 6th Street Suite 500 ♦ Los Angeles CA 90017 ♦ TEL (323)463-3171 ♦ FAX (323)463-1062 ♦ www.seela.org

Grant / Project Administration

- Retrieve and organize consumer sales reports from Technology Partner
- Document gross vendor and market sales weekly
- Work with UEPI to organize customer Focus Groups assessing the App's relevance and functionality for low-income shoppers
- Work with Advisory Group and Technology Partner to refine Spanish translation and introduce Spanish-language consumer-facing capabilities

REQUIRED SKILLS AND EXPERIENCE:

- A minimum of three (3) years of relevant professional experience.
- A working knowledge of basic business and food retail operations, experience working with small-business owners, and/or past experience owning a small business.
- Experience with executing communications and community outreach strategies.
- Experience managing multiple tasks and working with competing deadlines.
- Can work independently, organized and detail-oriented.
- Working knowledge of Microsoft Office, Webinar platforms, and Google suite.

DESIRED SKILLS AND EXPERIENCE:

- Multilingual; particularly Spanish proficiency.
- Bachelor's degree or three (3) years equivalent work experience.
- Experience working in community food systems especially those within the Los Angeles area.
- Experience working with underserved, low-income communities with awareness and integrity.
- Proficiency with Social Media platforms.
- Experience conducting or assisting with surveys and assessments.

PHYSICAL DEMAND AND WORK ENVIRONMENT

While performing the duties of this job, the employee is regularly required to stand, sit; talk, hear, and use hands and fingers to operate a computer and telephone keyboard reach, stoop kneel to install computer equipment. Most work will take place indoors, but some work may take place outside in rainy, hot, or or cold weather conditions.

Note: This position is funded by a United States Department of Agriculture Farmers' Market Promotion Program Grant for two years.

May perform related duties as assigned by management.

DISCLAIMER: The above is intended to describe the general contents and requirements for the performance of this job. It is not to be construed as an exhaustive statement of duties, responsibilities, or requirements.

Application Instructions:

Please submit cover letter and resume via email, fax or mail to:

E-mail: employment@see-la.org (Subject Line: SEE-LA Farmers' Market App)