



Sustainable Economic Enterprises of Los Angeles

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EMPLOYMENT OPPORTUNITY

TITLE: Program Manager – *Specialty Crop Nutrition Education and Promotion Program*
STATUS: Full-Time Temporary 40 hours/ week, Exempt
COMPENSATION: \$62,400, Manager II, Health benefits (medical and dental), Vacation and holiday pay
EMPLOYMENT PERIOD: Through the end of October 2022, potential 1–2-month extension
REPORTS TO: Director, Nutrition Programs

About SEE-LA

Sustainable Economic Enterprises of Los Angeles (SEE-LA) is a leading Southern California nonprofit organization, connecting people to healthy food, promoting economic development, and building sustainable food systems. We operate the largest network of mission-driven farmers' markets in Los Angeles as well as programs that provide nutrition education, food access, and opportunities for small regional farms and local food businesses to thrive.

Position Summary

SEE-LA is currently seeking an incredibly motivated and dynamic leader to manage the final phase of its new program within SEE-LA's highly acclaimed *Pompea Smith Good Cooking/Buena Cocina Nutrition Education* Department. SEE-LA has contracted with the California Department of Food and Agriculture (CDFA) to provide the Specialty Crop Nutrition Education and Promotion Program (SCNEPP). SCNEPP uniquely integrates specialty crop promotion and marketing strategies across SEE-LA's six farmers' markets, which feature 86 specialty crop producers serving 13,000 Angelenos weekly. Specialty crops are "fruits and vegetables, tree nuts, dried fruits, horticulture, and nursery crops (including floriculture)" cultivated commercially for use as food, medicine, or aesthetic gratification.

The Program Manager will lead SCNEPP program activities which include four key activities: (1) quarterly seasonal specialty crop farmers' market events (Peak of Season Festivals) across SEE-LA's five farmers' market locations- highlighting crops such as berries, stone fruit, tomatoes, and brassicas; (2) bilingual (English/Spanish) adult nutrition education classes and kids' culinary classes hosted at three SEE-LA farmers' markets; (3) a social media campaign featuring food demonstrations, live streams, specialty crop recipes, producer profiles, and seasonal specialty crop promotions; (4) a technical assistance program for up to 86 SEE-LA specialty crop producers at each SEE-LA farmers' market to build knowledge and capacity around behavior economic strategies for health promotion/marketing of specialty crops.

The Program Manager will directly supervise a team of 3-5 staff members, consisting of 3-4 Health Educators and 1 Social Media Associate. They will also lead coordination efforts internally with the Manager of Farmers' Market Operations, 5 Market Managers for in-market classes and events, and the Manager of Engagements and Partnerships supporting agency social media scheduling. The SCNEPP teams also includes external consultants including an Event and PR Coordinator, Healthy Retail Specialists, and an Evaluation Consultant to support engagement of partners and marketing for the Peak of Season events, building farmer marketing capacity and supporting in the analysis of evaluation data.

SCNEPP is a grant funded position and as such is time limited and funded through the end of October 2022, with the possibility of extension one to two months. The position demands onsite event coordination and implementation at SEE-LA's farmers' markets.

The ideal candidate is passionate about the promotion of local California farmers and high-quality nutrition education, capable of rapid integration and output, thrives on a structured and fast-paced timeline, enjoys working with a variety of stakeholders, and gains fulfillment in a multifaceted role that requires a unique blend of creative and analytic skills.

QUALIFICATIONS

- Master of Public Health degree or a minimum 4 years' experience in implementing public health or nutrition programming with proficiency in application of evaluation metrics such as population surveys, and other validated outcome measurement assessment techniques
- A minimum of 2 years in a management role with proven strength and success in leadership, building and motivating a team to meet project goals, adhering to project milestones
- **Bilingual English/Spanish, written and verbal required**
- Experience managing complex government grants, adhering to stringent guidelines, and meeting project objectives and deliverables within stated grant budget and timeline
- Reliable, self-driven, decisive and ability to operate efficiently and effectively with minimal supervision
- Outstanding time management skills and ability to prioritize multiple tasks effectively
- Proficiency in facilitating and overseeing nutrition education classes and events
- Professional competency in USDA Dietary Guidelines and capability of critically differentiating science-based nutrition information from popular diet fads
- Proven ability to work creatively and analytically to accomplish program objectives
- Flexible with proven ability to conform to shifting priorities, demands and timelines through analytical and proactive problem-solving capabilities
- Exceptional written and verbal communication skills
- Technically competent with various software programs, including but not limited to Office 365 and SharePoint cloud platform, Canva and social media platforms (Facebook, Instagram, and YouTube)
- Working knowledge of basic marketing principles and experience with behavioral economic strategies a plus
- Comfortable working collaboratively in a team, supporting a diverse and inclusive work environment

RESPONSIBILITIES

- Become fully versed and assume ownership in meeting SCNEPP program goals, objectives, activities, and expected outcomes
- Become fully versed in CDFA Specialty Crop Block Grant Administrative guidelines
- Full program life cycle ownership: successful program delivery will include full implementation from initiation to deployment for all grant program components, with many occurring simultaneously
- Develop and manage all aspects of program engagement from planning, external vendor relationships, communications, resources, and budget
- Manage the day-to-day program activities and resources. Ensure that program components are proceeding according to scope, schedule, budget, and quality standards
- Prepare, organize, and host 15 seasonal specialty crop farmers' market events
- Coordinate and organize 37 Bilingual adult nutrition education and 14 kids' culinary classes and events in SEE-LA's farmers' markets or through virtual platforms
- Oversee implementation of the program's Peak of Season social media campaign driving content across SEE-LA's farmers' market platforms and nutrition department social media and YouTube channels
- Manage data collection across all program activities, maintain all evaluation data, and work with Evaluation consultant to synthesize and analyze results
- Manage program staffing as needed with recruitment, hiring, and onboarding program staff as needed
- Supervise, mentor, and motivate staff and monitors performance, completing

performance reviews. Ensure quality control and compliance with established standards and procedures for assigned program tasks. Assign, monitor, and review progress and accuracy of work against program objectives.

- May additionally serve as mentor and oversee projects related to MPH and Dietetic interns as needed.
- In collaboration with the nutrition department leadership support ongoing development and revisions of the SEE-LA nutrition education curriculum to meet specific program needs, and select recipes for showcasing specialty crops in food demonstrations
- Develop and deliver progress reports, proposals, required documentation and presentations to various audiences, including project team, upper management, CDFA and key stakeholders
- Identify and develop trusted relationships with internal and external stakeholders
- Serve as liaison to the CDFA grant analyst, completing and submitting semi-annual reports, final grant reports and other required reports as requested
- Prepare and monitor monthly invoices
- Procures adequate resources to achieve project objectives in planned timeframes

Physical Demands:

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. They also will moderately engage in bending, lifting, pushing, pulling, twisting, and hauling/ lifting up to 25 pounds. Work consists of approximately 50:50 indoor and outdoor activities, work may take place in rainy, hot, or cold weather conditions.

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. May perform related duties as assigned by management.

Application Instructions:

For consideration please submit Cover letter and Resume via email to:

E-mail: cara@see-la.org (Subject Line: SEE-LA Program Manager-Specialty Crop Applicant)

Position open until filled.

SEE-LA makes hiring decisions without regard to gender, race, color, religion, gender, gender orientation, identity, or expression, national origin, age, veteran status, disability, or any other protected class and is committed to hiring and retaining a diverse workforce and strongly encourages applications from groups that have been historically underrepresented.