



EMPLOYMENT OPPORTUNITY

TITLE:	Program Manager, <i>eat!</i> Digital Platform
STATUS:	Non-Exempt; Full-time
REPORTS TO:	Director, Farmers' Market Operations
LOCATION:	Hybrid: Telecommuting + On-Site at Farmers' Markets
COMPENSATION:	Starting at \$65,000 + Benefits (see below)
SCHEDULE:	40 hours a week M-F, some after hours or weekends as needed

About SEE-LA

Founded in 1996, 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.

Our programs include:

- Operating a network of community-based certified farmers' markets in Los Angeles.
- Piloting and championing programs that stretch public nutrition benefits for the purchase of fresh, nutrient-rich food.
- Providing extensive nutrition education programs to low-income families and to children in underserved schools.

POSITION DESCRIPTION:

SEE-LA is launching the SEE-LA Farmers' Market Platform *eat!* at our six (soon to be eight) Certified Farmers' Markets. The Platform, funded by the USDA Farmers' Market Promotion Program and Healthy Food Financing Initiative, will allow for wholesale and retail pre-order sales and delivery from SEE-LA's markets. The program leverages existing market infrastructure to expand direct producer-to-consumer sales for independent farms and ranches. The Program Manager will be responsible for working with technology partners to inform the development of, test the functionality of, pilot, and launch the platform at all SEE-LA farmers' markets, work with project partners to meet all grant and program objectives; and support grant reporting.

RESPONSIBILITIES

Platform / Technology Support

- Develop an expertise in the functionality of SEE-LA's digital platform
- Provide technical assistance to vendors and customers utilizing the platform
- Assess the functionality of the platform for vendors and customers and provide technology partner(s) feedback for areas of improvement
- Support updates to the platform as needed / able, including the addition of SNAP/EBT processing, delivery services, etc.

Vendor Recruitment & Coordination

- Recruit vendors to adopt technology and assist vendors in setting up their retail and/or wholesale inventory and various uses of the platform
- Facilitate technical assistance support between market vendors and Technology Partner as needed
- Support platform developer with managing and maintaining aggregation and delivery services for the platform at SEE-LA's Farmers' Market
- Survey and continuously engage vendors to assess user experience

Marketing / Customer Recruitment

- Develop a marketing campaign for the platform launch + related digital content
- Update social media (Instagram feed and stories, Facebook, Twitter) with relevant platform news, information, updates, etc.
- Promote platform in person to vendors and customers at SEE-LA's Farmers' Markets, to community partners, and at outreach events
- Identify and secure retail and wholesale customers within service areas

Grant / Program Administration + Management

- Retrieve and organize consumer sales reports from platform developer
- Document gross vendor and market sales weekly
- Work with UEPI to organize customer surveys assessing the platform's relevance and functionality for low-income shoppers
- Work with technology partner and translator to refine Spanish translation and introduce Spanish-language consumer-facing capabilities
- Work with technology partner to add SNAP/EBT processing and delivery capabilities
- Work with SEE-LA Market Managers to on aggregation + delivery logistics at each market
- Assess and refine administrative processes of the program
- Hire, train, and supervise an Aggregation Associate

REQUIRED SKILLS AND EXPERIENCE:

- A minimum of three (3) years of relevant professional experience.
- A working knowledge of online food retail operations, experience working with small-business owners, and/or past experience owning a small business utilizing online sales technologies.
- Proficiency with social media and other technology platforms.
- 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, Google suite, and online POS / sales platforms.

DESIRED SKILLS AND EXPERIENCE:

- Multilingual; Spanish proficiency strongly preferred.
- Experience creating, launching, or managing an online sales platform
- Experience working in community food systems especially those within the Los Angeles area.
- Experience working with underserved, low-income communities with awareness and integrity.
- Experience conducting or assisting with surveys and assessments.
- Coding proficiency, specifically Python

Compensation & Benefits

- Market competitive salary, dependent on experience
- Employer covered Health, Dental, and Vision Insurance Coverage upon completion of 90-day probationary period
- 160 hrs Paid Time Off / year for first two years (increases year 3) plus 14.5 Holidays
- Employee Assistance Program
- Option for 403b Retirement Plan

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 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: eat! SEE-LA)