

MOBILE MARKET MANAGER

Supervisor: Director of Food Access



About Project GROWS

Project GROWS (PG) is a 501(c)3 nonprofit educational farm situated on 10 acres in the rolling hills of Augusta County Virginia. Our mission is to improve the overall health of children, youth, and families in Staunton, Waynesboro, and Augusta County, Virginia by connecting our community to nutritious food through 1) hands-on, garden-based **education** and 2) increased **access** to healthy local food. In an effort to achieve our mission we cultivate 4 acres of mixed vegetables and perennial fruit and grow 15,000+ pounds of food per year.

As part of Project GROWS' Food Access programming, we operate and manage multiple farmers market locations in the Staunton, Waynesboro, and the Augusta County community including the Waynesboro Farmers Market, the Project GROWS Farm Stand, and the Project GROWS Mobile Market. Our markets are vital to ensuring the children and families we see on our farm have an access point to healthy foods in the community.

The [Project GROWS Mobile Market Program](#) was launched in 2021 with a mission to create a more equitable and sustainable food system that cultivates community well-being through connection to food, farming, and people. Our mobile market program currently operates at six locations throughout Staunton and Waynesboro and prioritizes communities throughout our service area that are experiencing nutrition insecurity and low access to nutrient-dense foods. Our market locations offer a variety of healthy food purchasing programs including SNAP, Virginia Fresh Match, and the WIC/Senior Farmers Market Nutrition Program in an effort to make our markets financially accessible to customers of all income levels. Additionally, our mobile market partners with over 10 local producers in our service area to offer a diverse product selection alongside produce from the Project GROWS farm.

General Statement of Responsibilities: The Mobile Market Manager will be directly responsible for overseeing Project GROWS Mobile Market Program, which brings fresh, local, and affordable food to neighborhoods in Staunton, Waynesboro, and Augusta County, VA. The primary role for this position is to build community around fresh local food by building strong relationships with customers, community members, and farmers and to work with the Director of Food Access to and other members of the Project GROWS team to grow and develop the program. The Mobile Market Manager will be directly responsible for the following

Market Operations (45%)

- Manage on-site operations of all mobile market sites (currently 6), including timely market set up and break down, accurate pricing and inventory management, aesthetically pleasing display, and friendly customer service
- Pack and organize products for sale on the mobile market vehicle
- Provide supervision of community ambassadors and volunteers including delegating tasks, maintaining good communication, helping to problem solve, and remaining calm under pressure
- Operate cash register and accurately record sales in POS system
- Ensure equitable treatment of all shoppers by managing inventory and ensuring fair pricing
- Oversee safe and positive environment for staff, volunteers, and shoppers

Community Engagement (20%)

- Coordinate on-going neighborhood-based outreach and promotion for market sites, including door-to-door canvassing, social media, and other public speaking opportunities
- Develop community ambassador program by recruiting ambassadors and engaging them in outreach activities at each mobile market site
- Foster community-based food education by encouraging recipe and knowledge sharing among customers
- Create and post weekly social media and e-newsletter content
- Spread awareness of the mobile market program by attending health fairs and other community events

Local Food Procurement (15%)

- Work closely with the Farm Manager and Director of Food Access to coordinate partner producer orders, arrange deliveries and/or pickup, and maintain appropriate product storage
- Grow and develop relationships with local, sustainable farms and wholesalers to purchase products for the mobile market program

Data, Evaluation, & Record Keeping (10%)

- Maintain accurate and organized records of sales and customer data
- Assess customer feedback on a regular basis to improve customer service and experience
- Collect and enter required mobile market data and annual customer surveys into digital platform

Other (10%)

- Manage mobile market truck maintenance as needed (registration, fuel, inspections, etc.)
- Attend weekly check in meetings with supervisor
- Attend bi-weekly all staff meetings and other program meetings as needed
- This position will participate in other programs and farm work as needed and assigned in order to build integration and collaboration across our diverse programs and teams

Minimum Qualifications:

- A real “people person” who is excited to build strong, trusting relationships within the community
- Passionate about food access and sustainable agriculture as vehicles for social change
- Committed to making local food spaces more diverse and inclusive
- Flexible, creative, and solutions-oriented
- Attention to detail and highly organized
- Self motivated and eager to bring new innovative ideas to the table
- Strong interpersonal skills, including under stressful and/or busy conditions
- Ability to work independently as well as collaboratively on a team
- Ability to delegate tasks, lead projects, and manage on-site volunteers
- Willingness to work outside during hot, cold, and inclement weather
- Ability to work evenings, weekdays, and occasional Saturdays
- Familiarity with Google Workspace (Docs, Sheets, Forms, etc.) and marketing platforms (Facebook, Instagram, Mailchimp, etc.)
- Able to regularly and repeatedly lift 40 pounds

Preferred Qualifications

- Supervisory/management experience
- Fluency in Spanish or conversational Spanish
- Experience working or volunteering in diverse community-based settings and with diverse groups, including ability to reach across racial, ethnic, generational, socioeconomic, rural/urban, and religious lines
- Experience working and/or living in and with communities experiencing food insecurity

Other Requirements:

- Because our farm is located in an area without access to reliable public transportation, we recommend that applicants with access to a vehicle apply. In addition, as driving is a key component of the job duties, a valid driver’s license and safe driving record are required for insurance purposes.
- Following sufficient training, this position will require driving large vehicles, including a pickup truck and box truck
- Criminal, child protective service, and state police background checks will be required for final applicants
- Compliance with pre-employment drug screening and ongoing compliance with random screening
- Compliance with Covid-19 protocols established by PG to ensure health, safety and welfare of all parties

Compensation

This is a salaried position with a compensation range between \$37,440 - \$39,520, depending on experience, for approximately 40 hours/week. This position is currently funded through December 2024 with the potential to continue depending on organizational fit and employee performance. Benefits include health insurance, two weeks accrued time off (plus the week between December 24 and January 1st), share of farm produce, professional development, and the opportunity to work with an engaged and supportive team. This position will require occasional weekend, evening work, and/or working on holidays.

How to Apply

Please send a resume, cover letter, and three professional references to hire@projectgrows.org. With the market season fast approaching, this position will ideally be filled by April 1, 2023.

Project GROWS is committed to inclusion, trust, respect, and a collaborative work life. We are committed to being rooted in and of our communities where we serve. We are committed to equal employment opportunity regardless of race, color, ancestry, religion, sex, national origin, sexual orientation, age, citizenship, marital status, disability, gender identity or Veteran status. For more information about Project GROWS, visit www.projectgrows.org