



3451 Cedar Ave S., Minneapolis, MN | www.midtownfarmersmarket.org | 612-724-7457

Midtown Farmers Market Outreach Coordinator Posting 2015

Job Title: Temporary Outreach Coordinator

The Midtown Farmers Market is a project of the Corcoran Neighborhood Organization, a 501(c)3 non-profit. Each year, over 80 vendors, 55,000 customers, and various community groups connect with one another in this vibrant marketplace at the intersection of E. Lake St. and Hiawatha Ave., which will begin its 13th season in 2015. The Midtown Farmers Market envisions a community-based food system that assures equitable access to healthy, locally produced food. It was the first Minnesota market to accept SNAP-EBT (food stamps) in 2006 and will be offering Market Bucks, a SNAP-EBT incentive program*, for a fifth consecutive year in 2015.

The Midtown Farmers Market is hiring an Outreach Coordinator for the 2015 season to promote the market's SNAP-EBT and Market Bucks program to SNAP-EBT recipients in the communities surrounding the market.

Job duties will include:

- Helping to develop and implement an outreach plan which will include meeting with local businesses and organizations, tabling at events, and connecting with residents
- Distributing promotional signage and printed materials door-to-door, at events, and through connections with local organizations
- Assisting market staff with the Market Bucks program on market days
- Working with the Midtown Farmers Market Outreach subcommittee and Market Bucks partners
- Tracking outreach work quantitatively

The ideal candidate would:

- Have outreach experience
- Be familiar with South Minneapolis
- Have connections with local organizations serving low-income families
- Be able to demonstrate an ability to work with minimal supervision
- Represent the Market and the Market Bucks Program in a professional manner
- Bi-lingual, with language skills in Spanish or Somali

Hours and Compensation: 250 hours at \$12-14/hr., no benefits included, from mid-May - October 2015 with the highest concentration of work hours occurring in June, July, and August. Applicants must be available some Saturdays from 8:00am-2:00pm, Tuesdays from 3:00pm-8:00pm, and additional hours as determined by the Market Manager.

Please email a cover letter and resume to Miguel Goebel (manager@midtownfarmersmarket.org) by 5:00pm on April 30th, 2015.

*This project was supported by the Minnesota Department of Human Services and, funded by the Blue Cross and Blue Shield of Minnesota Center for Prevention.