



Petaluma People Services Center is dedicated to improving the social and economic health of our community by providing programs that strengthen the dignity and self-sufficiency of the individual. Our core services include: Senior Services, Counseling, Youth Programming including Mentor Me, Housing, Employment and Petaluma Bounty Farm.

**JOB TITLE:** Farmers' Market Ambassador & Bounty Education Coordinator  
**FLSA STATUS:** Not Exempt; FT 40 hrs/wk  
**COMPENSATION:** Up to \$25 an hour, DOE  
**DIRECTOR:** Director of Petaluma Bounty  
**SUBMIT:** Cover Letter, Resume & Writing Sample to [jobs@petalumapeople.org](mailto:jobs@petalumapeople.org)

### **POSITION OVERVIEW:**

As a program of Petaluma People Services Center, Petaluma Bounty's mission is to create a thriving local food system with healthy food for everyone through collaboration, education and promoting self-reliance.

*This position combines two previously distinct part-time roles: FM Ambassador Program Coordinator and Bounty Education and Engagement Coordinator.*

This position will help recruit and hire, train, and supervise 4-5 Farmers' Market Ambassadors (FM Ambassadors) to work in collaboration with four farmers' market organizations who are Petaluma Bounty's partners in the Farmers Market L.I.F.E. (Local Incentive for Food and Economy). FM L.I.F.E is a Market Match program created to improve the health of our community and enhance the financial viability of farmers by expanding access to affordable, locally grown food for CalFresh users. This will involve in-person work at participating farmers' markets in Sonoma and Marin County, CA, travel between markets; and the availability to work evenings and weekends.

This position will also work with a diverse array of stakeholders including local non-profits, public institutions, health clinics, coalitions, and schools alongside low-income community members to develop cross-sector solutions and initiatives to implement Petaluma Bounty's mission.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES:**

The following duties are expected of this position. These are not to be construed as exclusive or all-inclusive. Other duties may be required and assigned.

#### *FM Ambassador Program Responsibilities:*

- Work collaboratively to recruit, hire, train, and supervise 4-5 culturally competent, bilingual (Spanish/English) FM Ambassadors, including developing an FM Ambassadors' position description in collaboration with the FM L.I.F.E. team and other project collaborators.
- Develop, implement, and coordinate the Farmers' Market Ambassadors Program including the development of cultural competency training for collaborators, in-person and social

media outreach to low-income / underserved communities, data gathering and evaluation, and ensuring alignment with grant deliverables.

- Provide online sales support to expand to new and underserved communities. As applicable, support farmers' market managers, vendors, and customers with online sales, delivery, and the development of community hubs for site delivery.

*Bounty Farm Education & Engagement responsibilities:*

- Establish and maintain partnerships & relationships with key community organizations
- Lead recruitment, coordination, and execution of the volunteer program
- Lead recruitment of Bounty interns at local academic institutions and oversee intern program
- Continue to develop and execute educational initiatives and curriculum for priority initiatives collaboratively identified by Director e.g., ALIVE, field trips, service learning, teen program, and workshops
- Support sales outlets and outreach efforts as needed
- Create content for website, blog, social media, and reports in collaboration with Communications Coordinator and maintain a consistent and positive social media presence and publish weekly volunteer outreach email

**QUALIFICATION REQUIREMENTS:**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Excellent communication skills
- Able to demonstrate cultural competence in working with diverse populations
- Able to provide leadership and training
- Able to work collaboratively and independently
- Very organized and able to implement projects according to a fixed timeline
- Possession of a CA Driver's License with the ability to drive to farmers' markets and other community locations
- Social media management experience
- Willingness to learn and be passionate about issues impacting food equity, community health, sustainability, and the local farming community
- Medium to advanced computer literacy skills to deliver reports. Proficient with Microsoft programs, Google Suite (Google Drive, Google Docs, Google Sheets), and ability to learn online sales platforms

**Preferred Qualifications:**

Bilingual English and Spanish speaker/writer preferred

**It's a requirement of this position**, for the safety of all PPSC employees and clients, that the jobholder be fully vaccinated against COVID-19.

**ADA COMPLIANCE - PHYSICAL, ENVIRONMENTAL, COGNITIVE & PSYCHOLOGICAL REQUIREMENTS:**

**Physical:** Regularly sits up to 2-3 hours per day. Gets up and down frequently throughout the day to interface with others. Must have excellent hearing, speech, and writing capabilities. Will need to lift material up to 30 pounds.

**Environmental:** Works alone, with and around others. Work environment is moderately noisy. Distractions are regular.

**Cognitive:** Required to read, write, compile, sort and analyze simple to moderately complex information. Independently assesses workload and prioritizes activities. Very strong organizational and planning skills. Able to communicate and resolve semi-complex problems independently. Excellent listening skills and ability to perform tasks requiring great attention to detail. Uses judgment and initiative, within defined limits of discretion, in making recommendations and decisions.

**Psychological:** Strong interpersonal and communications skills to deal with emotional, demanding, or difficult people and/or situations. Regular exposure to high-stress situations with demands, deadlines, shifting priorities, and multi-tasking. Excellent teamwork and proactive group participation are a necessity.

**BENEFITS:**

Paid sick time, vacation, and holidays.

Comprehensive benefits package, including medical, dental, and vision coverage cost prorated based on hours, employee assistance program, flexible spending account (FSA), long-term disability insurance, and a 403(b) plan.

**PPSC is an equal opportunity employer.** It is our strong belief that equal opportunity for all employees is central to the continuing success of our organization. We will not discriminate against an employee or applicant for employment because of race, color, national origin, ethnicity, age, gender, sexual orientation, religion, political affiliation, marital status, veteran status, genetic information, physical disabilities or medical condition (i.e., AIDS or ARC-related or cancer) or any other category protected by Federal or State law in hiring, promoting, demoting, training, benefits, transfers, layoffs, terminations, recommendations, rates of pay or other forms of compensation. Opportunity is provided to all employees based on qualifications and job requirements.