



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 Farms.

JOB TITLE: Farmers' Market Ambassador
FLSA STATUS: Not Exempt; PT with 10 hour and 12 hour/week positions available
COMPENSATION: \$20 per hour
DIRECTOR: Farmers' Market Ambassador Coordinator
SUBMIT: Resume and Cover Letter to fmlife@petalumabounty.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. In alignment with the mission and as part of a project under the USDA Farmers Market Promotion Program 2022-2025 (FMPP) grant, Petaluma Bounty is excited to launch a Farmers' Market Ambassadors program.

The Farmers' Market Ambassador is an essential position that will be focused on promoting equity and inclusion as well as expanding community engagement. The FM Ambassador will work with market managers at the Santa Rosa Original Farmers' Market, Healdsburg Farmers' Market, Sebastopol Farmers' Market, or Agricultural Community Events Farmers' Markets. Ambassadors will work with a particular market or set of markets. This will be a highly collaborative role, where ambassadors are working with the Farmers' Market Ambassador Team made up of market managers, fellow ambassadors, and the Farmers' Market Ambassador Coordinator to identify opportunities for growth and implement strategic initiatives.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Collaborate with and report back to Farmers' Market Ambassador Team on a variety of initiatives aimed at expanding access and inclusivity at farmers' markets
- Support market managers & vendors in maintaining a welcoming space, including but not limited to: creating bilingual fliers and signage
- Leverage community relationships to promote farmers' markets within the community
- Educate community members on initiatives like Market Match, Senior Farmers' Market Nutrition Program, and food hubs
- Assisting in the distribution and record keeping of nutrition incentives and special program vouchers such as CalFresh, Market Match, and Senior Farmers' Market Nutrition Program
- Facilitate community member and vendor feedback on areas and priorities for growth
- Plan and run cultural events at farmers' markets with support from the FM Ambassador Team
- Support vendors and market managers in ongoing data entry, reporting, and evaluation using Farm 2 Facts, a farmers-market data collection toolkit

QUALIFICATION REQUIREMENTS:

Please note: the majority qualifications are skills that will set an individual up for success in this role. However, if you are interested but missing some of these qualifications, please still apply! We are more than willing to train the right candidate.

- Has experience managing multiple priorities at the same time
- Has experience in working in the community or strong ties to the community (can be in a professional or personal setting)
- Excited to listen to the perspective of people and learn from their experiences while demonstrating Cultural Responsiveness. The FM Ambassador is welcoming, inclusive and respectful; appreciates diversity, and openness to learn
- Has a passion/enthusiasm for local foods and farmers' markets
- Would prefer experience in collecting and organizing feedback from community members
- Confident in using and leading others in the use of various online platforms
- Bilingual (Spanish and English) conversational and written skills
- Willingness to grow and learn
- Works well in both a team and individual setting
- Comfortable using Microsoft Office, Google Suite, and social media platforms
- Must be willing to work some weekends & in various climates (cold, rain, sun, heat, wind)

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. Must be able to lift up to 20 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.