



Job Title: GoodFoodNM Program Coordinator

Part-time: 20-25 hours per week (part-time employee or contractor position)

Remote position: Must live in NM

Deadline for application: February 25, 2024

THE ORGANIZATION

The New Mexico Farmers' Marketing Association is a nonprofit educational organization dedicated to strengthening the local food system by supporting agricultural producers and cultivating strong networks for a healthier New Mexico. We envision a food system where farmers earn a fair price for their products, and where fresh, healthy, culturally appropriate food is available and affordable for everyone. We do this by fostering public education, food access, nutrition education, technical assistance for producers and local food outlets, and advocacy. The organization is a vibrant non-profit environment where we value our staff and the unique skills and knowledge they contribute.

PROGRAM DESCRIPTION

GoodFoodNM is a bilingual health communications text messaging program that is one of the NMFMA's hallmark nutrition education programs. The text messages are designed to create awareness and preference for healthy, New Mexico grown fruits and vegetables. Messages are targeted to key audience segments including SNAP participants, WIC moms, and farmers' market shoppers. The content of these messages focuses on nutrition facts, seasonal recipes, tips for eating on a budget, and other empowering messages about food choice.

The program coordinator will have an affinity for and knowledge about nutrition and community health, a desire to support New Mexico's local food system, and an understanding of food access issues for underserved populations. The coordinator will regularly use two technology platforms for content development and project tracking, plus text message distribution. The position is administrative in nature, but also involves creative thinking and problem solving. The coordinator should enjoy working within a vibrant non-profit environment and feel energized by supporting New Mexico's local food movement.

RESPONSIBILITIES

- Write concise text messages to targeted audiences that support program objectives described above
- Collaborate with the NMFMA's marketing team to develop content that aligns with other marketing tactics such as social media messages, newsletters, etc.
- Utilize project management software (Monday.com) to plan monthly messages

- Utilize text message platform (Upland Mobile) to manage subscriber lists, send out messages, and run analytic reports
- Translate messages into Spanish, OR, if not bilingual, work with a translator contractor
- Work with farmers' market managers (by email, phone, etc.) to increase market subscribers
- Maintain current partner relationships
- Initiate and/or support new partner outreach efforts to gain new subscribers
- Become familiar with issues related to behavior change, text message research, nutrition, SNAP education, etc.

QUALIFICATIONS

Experience

- At least two years of some combination of relevant experience in the fields of nutrition, family health, public health, food and agricultural systems, and/or community outreach
- At least two years of experience in positions that involved some type of written communications, marketing, and/or research

Education/ Training/ Skills

- Bachelor's degree (*strongly desired*)
- Fluency in or working knowledge of Spanish (*desired*)
- Training in/ knowledge about nutrition, public health, and/or family studies (*strongly desired*)
- Affinity for written communications (*required*)
- Familiarity with local food and farming, farmers' markets, and/or nonprofits (*desired*)
- Ability to work independently and also as part of a remote, collaborative team (*required*)
- Self-starter (*required*)
- Computer and technology literacy; ability to adapt to/learn new platforms (*required*)
- Strong interpersonal skills and the ability to work effectively with a wide range of constituencies such as community-based groups, farmers' market managers, and other partners (*required*)

OTHER

- Employee (or contractor) must live in New Mexico and have reliable internet access
- Relevant work experience can be substituted for educational credentials

SALARY RANGE AND BENEFITS: This position can be either an employee (\$22- \$25/hour) or as a contractor (\$30-\$35/hour). For employees, the NMFMA offers a full-range of benefits of including generous vacation, health insurance, a Saving Incentive Plan.

EQUAL OPPORTUNITY: The NMFMA is an Equal Opportunity Employer and is deeply committed to policies, practices and programs that are fair, equitable, and inclusive. All qualified applicants will receive consideration for employment without regard to race, creed, color, religion, sex, gender, gender identity, sexual orientation, marital status, national origin, disability, age, or veteran status.

HOW TO APPLY: Send a cover letter and resume as PDF attachments to: jobs@farmersmarketsnm.org with GoodFoodNM Coordinator in the subject line. If you do not include a cover letter, your application will not be considered.

DEADLINE: Midnight, February 25, 2024