



## **JOB TITLE: NM GROWN PROGRAM MANAGER**

Position: Full-Time Employee, remote, some in state travel required (donor funded, 2 year term)

### **THE ORGANIZATION**

The New Mexico Farmers' Marketing Association (NMFMA) is a nonprofit educational organization dedicated to strengthening the local food system by supporting agriculture producers and cultivating strong networks for a healthier New Mexico. We do this through programs that support public education, food access, technical assistance for producers and local food outlets, nutrition education, and advocacy.

### **THE POSITION**

The NM Grown Program Manager coordinates and advances the New Mexico Grown local food incentive program across state agencies and nonprofit partners. The Program Manager maintains core program systems, provides stable support to buyers and administering agencies, and stewards program strategy evolution. This role serves as the primary manager of the NM Grown Inter-Agency Task Force (IATF), ensuring alignment with state priorities, values-based procurement goals, and program compliance requirements.

Due to the deeply interconnected nature of the NM Grown Program and the Approved Supplier Program, this position will serve the critical function of keeping strategic and programmatic functions separate from one another. This includes serving as the key point of connection between administering state agencies and the ASP team, facilitating NM Grown market stabilization and diversification, and maintaining program integrity while adapting to changing policy, funding, and market conditions. The NM Grown Program Manager will be able to utilize hard and soft resources provided by the NMFMA to accomplish objectives, while providing a key division of labor between programs that will ensure long-stability of both.

### **KEY RESPONSIBILITIES**

#### **Program Management & Systems Development (30%)**

- Develop and maintain the NM Grown Quality Management System (QMS), including program structure, decision-making processes, requirements, and compliance protocols.
- Oversee NM Grown grant compliance for participating buyers and transactions with ASP vendors.
- Maintain processes for documenting incidents and corrective actions.

- Maintain and update the shared annual NM Grown Grant application for buyers.
- Support strategic planning processes for NM Grown program evolution, including; alignment with values-based procurement/good food purchasing standards, agency/buyer expansion and market diversification.
- Collaborate with the IATF and the NMFMA ASP staff to identify systemic challenges and improve procurement, distribution, and communication workflows.

#### Inter-Agency Coordination & Governance (30%)

- Develop and implement the annual NM Grown IATF workplan.
- Plan, facilitate, and document IATF meetings.
- Ensure alignment with state priorities and values-based procurement strategies.
- Support development and maintenance of MOUs among participating entities.
- Track progress toward workplan goals and address cross-agency program challenges.

#### Stakeholder Support and Technical Assistance (20%)

- Develop orientation process and training materials for state agency staff and organizational partner onboarding.
- Plan and convene interagency buyer–grower meetings, including the annual NM Grown kickoff and regional VCC networking sessions.
- Work with state agency partners to develop and deliver buyer-side education strategy and materials for institutional purchasers.
  - Create and maintain toolkits, templates, guidance documents, and FAQs.
  - Collaborate to update Nuevo Thursday cafeteria-based promotional materials.
  - Develop procurement case studies and success stories.
- Collaborate with state agency partners to maintain the NM Grown Golden Chile Award application and coordinate review process. Support event-planning logistics and workflow for the annual award ceremony.
- Collaborate with the IATF and the NMFMA ASP staff to develop values-based procurement resources for buyers and growers.

#### Communications, Outreach & Recognition (10%)

- Manage NM Grown communications, including the email inbox, website updates, coalition listserv, and shared calendar.
- Lead or co-lead NM Grown Coalition communications and plan monthly meetings.
- Support equitable outreach across regions and underserved producer communities through material development and dissemination strategy.

#### Monitoring, Reporting & Funding Support (10%)

- Coordinate with the NMFMA monitoring and evaluation staff to track purchasing dollar amounts and volumes, vendor participation, and buyer engagement.
- Incorporate and help disseminate findings, lessons learned, and recommendations from NM Grown evaluations.
- Maintain and oversee Local Foods Data Portal for program compliance and improvement
  - Oversee updates to allowable products, buyer budgets, approved suppliers, etc.
  - Disseminate quarterly/annual dashboard reporting and support data implementation

- strategies for state agency partners.
- Manage communications between Falling Colors and IATF.
- Identify and pursue funding opportunities for this position and NM Grown stakeholders, provide support for associated reporting requirements.

#### Policy & Legislative Support (as needed, tbd)

- Monitor and provide input on policy or regulatory changes affecting NM Grown.
- Support preparation of legislative reports, briefings, and testimony as needed.

#### **MINIMUM QUALIFICATIONS**

- Bachelor's degree or equivalent experience in public administration, food systems, agriculture, nonprofit management, public policy, or a related field.
- At least 3–5 years of experience in program management, project coordination, or cross-sector collaboration.
- Demonstrated experience facilitating meetings and coordinating work across multiple agencies or partner organizations.
- Experience developing and maintaining program systems, policies, or compliance frameworks.
- Strong written and verbal communication skills, including experience producing reports, guidance documents, or training materials.
- Experience working with agricultural producers, food system organizations, and/or institutional procurement programs, ideally in New Mexico.
- Knowledge of food safety requirements, insurance standards, or compliance systems relevant to institutional procurement.
- Experience with monitoring, evaluation, and data reporting for publicly funded programs.
- Grant management or grant writing experience.
- Ability to manage multiple priorities, track deliverables, and meet deadlines in a collaborative, evolving environment.

#### Other

- Employee must have reliable internet access and ability to travel to the Santa Fe home office occasionally.
- Employee must have valid drivers license and the ability to travel in New Mexico (and possibly elsewhere) to work with farmers, distributors, buyers, and other partners. Overnight travel will be required on an as-need basis.

#### **SALARY RANGE AND BENEFITS**

Salary range: \$62,400 - \$69,860 annual (\$30.00 - \$33.50/hour); Health insurance, vacation, paid holidays, and more. Position is a NMFMA Level 4- Specialist 1, reports to ASP Director.

#### **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.

