

MASSACHUSETTS AVENUE PROJECT  
**MARKETS DIRECTOR**  
**Job Description**

**POSITION TITLE:** Markets Director

**ORGANIZATION SUMMARY**

The mission of the Massachusetts Avenue Project (MAP) is to nurture the growth of a diverse and equitable community food system to promote local economic opportunities, access to affordable nutritious food and social change education. MAP's Growing Green Program is a year-round youth development initiative that involves youth in solving Buffalo's challenges related to nutrition and healthy food access. The program trains urban youth in urban agriculture, food systems issues, micro-enterprise development and leadership. MAP values creativity and cooperative principles and our staff work closely as a team

**POSITION SUMMARY**

The Markets Director will maximize and promote market- based opportunities and growth for MAP's farm products, Mobile Market and Youth Enterprise. The Markets Director will work closely with other staff to train youth on all aspects of social enterprise and market operations, coordinate youth enterprise product packing and distribution, oversee sales and operations of the Growing Green Mobile Market and the marketing of farm products.

**HIRING TIMELINE**

Mail a cover letter and resume by: **Wednesday, December 4<sup>th</sup>, 2013**

Mail to: Diane Picard, MAP Growing Green, 271 Grant Street, Buffalo, NY 14213

**ESSENTIAL FUNCTIONS**

**Markets Development and coordination:**

- Work closely with the MAP Farm Director and other local farmers to coordinate food procurement and storage of produce and supplies for market sites
- Working closely with MAP's Farm Director, coordinate CSA registration, and track food sales at market sites, restaurants and wholesale, including setting prices, tracking inventory, quality control and coordinating delivery
- Participate in farm and value-added product business planning
- Maintain weekly schedule with market sites and develop strategies to grow customer base and promote the importance of healthy eating
- Coordinate on-going neighborhood based and public outreach and promotion for market sites, including creating flyers, social media posts and other promotional materials
- Train and oversee volunteers, interns and Growing Green youth to assist with Mobile Market activities
- Drive Mobile Market to partner sites and coordinate set up and clean up
- Maintain regular record keeping related to work, including recording sales, WIC and EBT transactions
- Assess customer feedback on a regular basis to provide better service and education

**Youth enterprise education and development:**

- Work with Youth Education Director to train teens in product development, marketing, accounting, sales, customer service public speaking and cooperative governance of a small enterprise
- Supervise youth in the creation, processing, distribution and sales of value added products to area locations
- Create marketing materials, publications and marketing activities to access local and regional marketing outlets.
- Monitor youth and evaluate all participants to document progress and have input for project process and future sustainability

**Other Responsibilities:**

- Coordinate Promised Land CSA share distribution supervision schedule  
Attend periodic staff, Board and community meetings as needed
- Participate in program evaluation and strategic planning
- Update operating licenses and permits as needed
- Coordinate vehicle maintenance as needed
- Occasional farm work as needed

**CRITICAL SKILLS & QUALIFICATIONS**

- Business development or sales management experience, including knowledge of creating business plans; experience with farm sales or farmers market management a plus
- Ability to efficiently manage a project from start to finish
- Self-motivated and demonstrated ability to work cooperatively as part of a team
- Familiarity with sustainable agriculture and food systems
- A love of sustainably produced fruits and vegetables and enthusiasm for sharing knowledge with others
- Strong Communication skills and experience working with a diverse population
- A high energy, friendly attitude (even if it's hot, or rainy, or the end of a long, frustrating day)
- Strong organization skills and ability to manage multiple projects at once
- Financial management skills, strong attention to detail and knowledge of Quick books or other financial record keeping software
- Ability and comfort working with a diverse population of teenagers; experience working with youth or communities of color a plus
- Fluency with social media and computer database software
- Flexible schedule is crucial; ability to work some evenings, weekdays, and weekends.
- Ability to lift 50 pounds in and out of a raised truck bed repeatedly
- Ability to drive and safely maneuver a Box Truck. (Does not require a commercial drivers license) and clean driving record