

## **Massachusetts Avenue Project (MAP)** **Mobile Markets Director**

**Position Title:** Mobile Markets Director

**Commitment:** Full Time, 40 hrs/wk

**Application Deadline:** November 15, 2024

**Location:** In office at 387 Massachusetts Avenue and at market sites in Buffalo

**Compensation:** Salaried, non- Exempt position, \$55,000 with benefits including health, dental, vision insurance, retirement benefits, Paid Time Off, and 15 paid holidays

**Experience:** Minimum of 2 years of Business Development or Management experience required

### **About the Massachusetts Avenue Project:**

The mission of the Massachusetts Avenue Project (MAP) ([www.massave.org](http://www.massave.org)) 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 operates an urban farm, a city-wide Mobile Market Program to improve nutritious food access, a commercial kitchen to support microenterprise development and community education, and a year-round youth employment and training program in urban agriculture and food systems. We also manage 2 units of affordable housing located at our Farmhouse headquarters. We work to build partnerships and coalitions to advocate for food system change in support of health and food equity and environmental justice. MAP values creativity and cooperative principles and team problem-solving.

### **Position Summary:**

The Markets Director will report to the Operations Director and will provide leadership in developing, managing, tracking and evaluating the projects and operations of MAP's Mobile Market. The Markets Director will oversee a team of staff working to develop and promote an equitable food environment within Buffalo's diverse communities by developing and maintaining key partnerships, and ensuring our markets are offering fresh, affordable, and culturally-appropriate produce; effectively reaching out to and sharing produce information with community members; and fostering a good working relationship with surrounding neighborhoods, related services, producers, and community leaders.

### **Essential Duties and Responsibilities**

#### **Market Planning, Execution and Financial Management**

- Develop, monitor and update annual Mobile Market work plan and activity forecasting
- Oversee the operations, management, tracking, and evaluation of all market activities, including but not limited to produce packaging and storage, market set-up and

break-down, customer service and feedback, point-of-sale management, supply purchasing, cash-handling, bookkeeping, and reporting

- Work closely with Farm Manager and Kitchen staff to source produce for markets and assess market viability for expansion of value-added products
- With Market team, create and oversee implementation of weekly market schedule including MAP's Market at the Farmhouse and all off-site markets
- Lead and support the development and collection of internal and external program feedback, including assessing customer and community partner feedback on a regular basis to improve future programming.
- Create and implement strategies to grow customer base, ensure affordability of produce, including implementing customer discount programs, and promote the importance of healthy, seasonal, and local eating
- Submit yearly applications, vouchers and other market forms to NY Ag & Markets. Maintain monthly reports for UB Veggie Van, Double Up Food Bucks and other partners as needed
- Prepare monthly and quarterly reports to track expenses, customer numbers, sales and demographics
- Ensure Mobile Market activities are in compliance with safe food handling and storage practices, and labor laws
- In partnership with Administrative staff, support budget development and monitoring for Mobile Market

### **Staff Management & Supervision**

- Recruit, train and supervise market staff including 2 full-time employees, 2-4 seasonal staff (May-Oct), 2-4 Youth Apprentice staff as well as interns, volunteers, and Community Ambassadors
- Lead the recruitment, training, supervision, evaluation, and team building of all Mobile Market team members
- Instill a sense of community and accountability among team members by overseeing clear individual and organizational performance measures
- Schedule, prepare agendas and facilitate regular internal team meetings
- Assist at Market sites as needed

### **Community Building, Partnership Engagement and Communications**

- Support Market Outreach Manager to develop and manage partnerships with community organizations interested in hosting the Mobile Market truck and related programming
- Maintain key external partnerships with State Agencies, regional and national coalitions, food hubs and wholesalers
- Support Procurement Manager to Procure and store food and food products from an array of local farms, wholesalers, and small businesses; and
- Work with Market Managers to create, manage, and maintain complementary

educational support for market visitors, including but not limited to training and supervising interns and MAP youth, preparing print materials, and/or developing online resources.

- Contribute content to regular program marketing including quarterly e-newsletter, weekly Mobile Market Newsletter, social posts, and community-based outreach;

### **Additional Responsibilities**

- Coordinate CSA distribution services with partner farms
- With other staff, plan, execute, attend and support MAP events including CSA Day, Spring Seedling Sale, Raising the Roots fundraiser, Holiday Markets and others as needed
- Mentor and assist MAP Youth through market-related support tasks including weekly work shifts, summertime mentoring, and more;
- Update annual operating licenses and permits and coordinate truck maintenance;
- Participate in program evaluation, strategic planning and budgeting; and
- Attend weekly staff meetings, and occasional board and community meetings, as needed.
- Update Mobile Market Handbook as needed.

### **Critical Skills**

- At least 2 years of Business development or Management experience
- Community development experience, including knowledge of working with BIPOC communities, marginalized communities, and/or communities experiencing food apartheid
- Familiarity with sustainable agriculture and food system-related sales experience a plus;
- Strong communication skills and experience working with diverse populations and populations whose primary language is not English, youth, and seniors;
- Demonstrated organization skills and the ability to manage multiple projects at once;
- Strong attention to detail and ability to carry out financial management responsibilities;
- Ability to lead, support and motivate team members and problem solve creatively
- A love of fruits and vegetables and enthusiasm for sharing knowledge with others;
- Fluency with social media, Xcel, Google Suite, Square point of sale software
- Flexible schedule is crucial; ability to work some evenings and occasional weekends;
- Ability to lift 50 pounds safely and repeatedly; and
- Ability to drive and safely maneuver a box truck (commercial drivers license NOT required).

### **Equal Opportunity Employer:**

The Massachusetts Avenue Project (MAP) is a food justice organization in Buffalo, NY, working to identify and dismantle forms of systemic oppression in the food system through our programmatic and advocacy work.

Our team recognizes the advantages diverse perspectives and backgrounds bring to the workplace. We are particularly interested in candidates who share this value and will work to achieve the organization's goals of inclusivity.

MAP is committed to equal opportunity employment by affirming the values of diversity, practicing inclusion and working to advance equity through promoting an environment free from discrimination.

**To apply please send a cover letter, resume and two references to:**

Diane Picard at [dpnoc@mass-ave.org](mailto:dpnoc@mass-ave.org)

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