

**JOB ANNOUNCEMENT:
PROJECT DIRECTOR, HEALTHY NEIGHBORHOOD MARKET NETWORK
LOS ANGELES FOOD POLICY COUNCIL**

Job announcement released March 19, 2015. LAFPC will accept applications until close of business on Friday April 17th, 2015. Applicants are encouraged to apply early.



ORGANIZATIONAL SUMMARY

The Los Angeles Food Policy Council (LAFPC) is a collective impact initiative, working to make Southern California a Good Food region for everyone—where food is healthy, affordable, fair and sustainable. Through policy creation, cooperative relationships and innovative projects, our goals are to reduce hunger, improve public health, increase equity in our communities, create good jobs, stimulate local economic activity, and foster environmental stewardship.

We are looking to bring on a self-starter and systems-thinker with strong program management skills to fill the role of **PROJECT DIRECTOR for the HEALTHY NEIGHBORHOOD MARKET NETWORK**.

PROGRAM SUMMARY

The Healthy Neighborhood Market Network (HNMN) is an initiative of the Los Angeles Food Policy Council that builds the capacity and leadership of corner store and neighborhood market owners in low-income communities and communities of color to provide more Good Food options to their communities. Through multi-lingual training, professional mentorship, technical assistance and community partnerships, HNMN empowers “mom 'n' pop” store owners operating in low-income communities to become successful healthy food businesses. Originally a project of the Healthy Food Retail & Food Equity Working Group of the LA Food Policy Council, the ‘Network’ has trained over 200 neighborhood market owners and food entrepreneurs in South LA, Boyle Heights and Mid-City since 2012, and continues to grow in numbers.

POSITION SUMMARY

The Project Director for the Healthy Neighborhood Market Network (HNMN) will oversee the training and technical assistance provided to several hundred neighborhood markets and food entrepreneurs, and is responsible for demonstrating the impact of the project. The Director is responsible for managing three core aspects of HNMN: (1) Curriculum development & implementation, including training and professional mentorship programs (2) Impact evaluation & monitoring and (3) Technical assistance for active members in the HNMN Leadership Corps.

ESSENTIAL FUNCTIONS

Curriculum Development & Implementation (~40% time)

- Develop a multi-disciplinary curriculum with clear learning objectives and evaluation measures that draws from the fields of business, economic and leadership development, marketing, design, nutrition and health, with a focus on the unique mechanics of a food retail enterprise
- Train previous and new HNMN instructors and Leadership Corps members in curriculum material
- Plan, program and execute a minimum of three training events for up to 100 participants annually

- Outreach and recruit participants for training events, including working with Community Outreach Coordinator to recruit volunteers for store visits, advertising in Spanish and Korean language media outlets and direct store visits and calls
- Recruit and foster relationships with food industry, public health and business development professionals who are interested in volunteering for a professional mentorship program, including defining expectations, brokering mentor-mentee relationships between volunteers and HNMN participants and creating an effective and adaptable mentorship model

Impact Evaluation (~20% time)

- Develop evaluation tools and protocols to track the introduction of new healthy food products in stores and other indicators of successful transformation of store environments and store owners.

Technical Assistance & Consulting – Leadership Corps (~30% time)

- Recruit and foster an active “Leadership Corps” of up to 15 neighborhood markets by helping storeowners develop an individualized Healthy Food Business Plan and troubleshoot the implementation of healthy food business practices.
- Maintain strong relationships with the Leadership Corps through frequent store visits, consultations, resource referrals and tracking progress on individualized Healthy Food Action Plans
- Coordinate with LAFPC and partner organizations on recruitment, retention and partnerships related to a small grocer “purchasing cooperative” that aggregates purchases among neighborhood markets to procure fruits, vegetables and other healthy food products at more affordable prices (10% time)

Other Responsibilities (~10% time)

- Managing and helping with the professional development of the HNMN staff
- Coordinating with LAFPC’s Healthy Food Retail/Food Equity Working Group
- Grant reporting and writing new grant proposals
- Managing program budget and expenses
- Assisting (as needed) with other LAFPC events and responsibilities, such as Network Meetings, Leadership Board meetings, newsletters, public education and fundraising events, attending City Council meetings, working with local city and county officials, representing LAFPC at conferences, strategic planning, and participating in a highly collaborative team environment

POSITION DETAIL

The Director will work collaboratively with LAFPC Leadership Board members, HNMN instructors and participants and other key partners to develop an interdisciplinary curriculum that equips HNMN participants with the knowledge and skills needed to become a financially viable, community-responsive healthy food business. The curriculum will draw on an existing HNMN Resource Guide and training content, and evidence-based practices from the fields of business/economic/leadership development, marketing, design, nutrition and health, with a focus on the unique mechanics of a food retail enterprise. The Director develops and oversees a professional mentorship program that leverages the expertise of HNMN instructors and other LAFPC partners to provide additional technical assistance support to neighborhood markets seeking to change their business to focus on healthy food.

The Director is responsible for developing and implementing a system for evaluating, tracking and reporting on the progress of HNMN participants as they incorporate new produce and healthy food inventory into their businesses. The Director is responsible for recruiting and fostering an active “Leadership Corps” of up to 15 neighborhood markets by helping storeowners create and make progress on a customized Healthy Food Action Plan, troubleshoot the implementation of healthy food business practices, and connect store owners to civic leadership opportunities. The Director maintains strong relationships with the HNMN Leadership Corps through frequent store visits, consultations, resource referrals and tracking progress on individualized Healthy Food Action Plans. Store owner leaders in the HNMN Leadership Corps are encouraged and mentored to participate in civic and policy spaces that promote equitable access to healthy food in Los Angeles.

Finally, the Director will work with staff at LAFPC and partner organizations on the development of a small grocer “purchasing cooperative” that aggregates purchases among neighborhood markets to procure fruits, vegetables and other healthy food products at more affordable prices. The purchasing cooperative is a joint project with the non-profit community development organization, LURN (Leadership for Urban Renewal Network), based in the neighborhood of Boyle Heights, Los Angeles.

Strong candidates for the position will come with a broad consciousness of social justice, particularly as it relates to health and food systems, community economic development and the unique needs of small businesses operating in low-income neighborhoods. A strong candidate will have the demonstrated ability to nurture the leadership of others, in addition to program management skills.

The Director will work in an office environment, but also be expected to frequently travel around Los Angeles County to visit with neighborhood markets and other key stakeholders.

MINIMUM REQUIREMENTS/QUALIFICATIONS

Relevant skills and experience include leadership, public speaking and communication, curriculum development, facilitation, coaching, strategic thinking, and a strong commitment to equitable community development, food systems change, health, and the role of small business in improving the lives of low-income residents.

Required Skills and Experience:

- A Master’s degree in a relevant field, such as urban planning, community economic development, public policy, public health, public or business administration OR a Bachelor’s degree and at least five years relevant work experience
- Experience managing projects & supervising staff
- Strong work ethic and self-starter
- Experience building and leading strong collaborations
- Excellent verbal and written communication skills
- Problem-solving, inter-disciplinary and critical thinking skills
- Organized and detail-oriented
- Working knowledge of Microsoft Office software and Internet browsers

Desired Skills and Experience

- Demonstrated ability to work with small businesses and/or residents in diverse low-income neighborhoods, and to nurture the leadership of others

- Strong cross-cultural competency and ability to build trust among diverse groups of people
- Experience with public speaking, facilitation, coaching, mentorship and leadership development
- Strong fluency in Spanish
- Experience working specifically in food industry a plus

OTHER REQUIREMENTS

- If a private vehicle is utilized for company purposes validation of a California Driver's License and proof of personal minimum liability insurance coverage per the requirements of the state of California
- Reference checks will be conducted. Employment is also contingent upon receipt of acceptable references
- Special Requirements – When necessary, working evenings or weekends and occasional overnight travel required

SUPERVISION

The Project Director provides direct supervision to the Community Outreach Coordinator, and any other future staff hired for the HNMN project. The Project Director reports directly to the Director of Policy & Innovation.

SALARY AND BENEFITS

The Project Director position is a full-time, exempt position. The Los Angeles Food Policy Council, a fiscally-sponsored project of Community Partners, offers competitive salary and benefits, commensurate with experience.

HOW TO APPLY

Applications should be submitted to jobs@goodfoodla.org. Please include:

(1) a cover letter that includes relevant experience, achievements, salary history information, (2) 3-5 professional references; (3) a resume; and (4) a writing sample. (Links to writing samples posted online are okay.)

FOR MORE INFORMATION

Los Angeles Food Policy Council: www.goodfoodla.org

Health Neighborhood Market Network: <http://communitymarketconversion.org/>