Petaluma People Services Center
Nutrition Incentive and Communications Coordinator

Petaluma Bounty Background
Petaluma People Services Center’s Petaluma Bounty’s mission is to create a thriving local food system with healthy food for everyone through collaboration, education and promoting self-reliance. The Nutrition Incentive and Engagement Coordinator’s position exists to help realize this mission in a practical way by engaging with all stakeholders through consistent and meaningful communications, thorough and organized programmatic reporting processes, and a vision to improve existing initiatives in alignment with Bounty’s guiding principles.

Job Overview
The Nutrition Incentive and Communications Coordinator will be responsible for the following:

- Communications and Outreach
- Reporting and Invoicing for all programming
- General Program Administration of Farmers’ Market LIFE, FMPP, and Bounty Hunters

This position is based on **40 hours a week** and includes the following proposed breakdown for billable hours with the understanding that some projects are fluid with more labor-intensive projects throughout the year. This is subject to change based on funding available or the arrival of and prioritization of other projects:

- Farmers Market Life Administration - 10 hours/week
- Farmers Market Life FMPP Administration - 10 hours/week
- Outreach and Engagement - 10 hours/week
- Program revitalization and development - 5 hours/week
- Direct Program Support - 5 hours/week

Communications and Outreach
The Nutrition Incentive and Communications Coordinator will be responsible for coordinating with the Director, Farm Manager, and Advisory board to develop an annual outreach and marketing plan for Bounty initiatives along with implementing the outreach and marketing plan, as well as the creation of all material relevant to the annual plan. Along with the creation of outreach materials, the Nutrition Incentive and Communications Coordinator will be responsible for creating content for website, blog, social media, newsletters, and reports including program-based educational materials for all staff; this includes coordinating with the Farm Manager in creation of weekly farm and Bounty Bag newsletters. The Nutrition Incentive and Communications Coordinator will support outreach initiatives that will include: registering for
outreach events, coordinate staffing, creation and updates of material, and more duties as needed.

**Reporting and Invoicing**
The Nutrition Incentive and Communications Coordinator will be responsible for creating and implementing reporting and invoice plans for grants, contracts, vendors, and funders. This includes the spearheading of evaluation efforts, analysis, integrating data in communications, and the inclusion of these efforts in a comprehensive Year End Report. At this point, the main reporting and invoicing efforts will be utilized for the Farmers’ Market Life program and the Farmers Market Program Promotion Grant with the potential reporting increase of other initiatives.

**General Program Administration**
The Nutrition Incentive and Communications Coordinator will be responsible for the daily tasks that come along with program administration such as the maintaining of a consistent and positive social media presence, maintaining correspondence with all staff and Farmers’ Market managers; supporting Bounty Hunters, and assisting in the creation and writing of new grants and capacity-building opportunities. Further, this Nutrition Incentive and Communications Coordinator will be responsible for the creation of agendas/minutes/action items/follow-up for all Farmers’ Market LIFE meetings as well as the all staff meeting and the creation of a monthly programmatic report for the Advisory Board.

**Compensation:**
Full time between $20 and $22/hr depending on experience plus full medical, dental benefits, and paid vacation.

To apply for this position, please send your resume and a cover letter to jobs@petalumabounty.org, with “Nutrition Incentive and Communications Coordinator” in subject. Interviews scheduled on a rolling basis. Approximate start date is late June.

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