



AmeriCorps Member Position Description



Member Position: Outreach and Social Media Coordinator

Number of Members in this Position: 1

Member Immediate Supervisor: Angelina Harrison

Days/Hours of Service: Mon.-Fri. 9-5

Member Immediate Supervisor Title: Director of Markets

Partner Organization Name: Market Umbrella

Address: 200 Broadway Street, Suite 107 New Orleans, LA 70122

Website: marketumbrella.org

Organization/Agency Mission and/or Goals:

Market Umbrella is an independent nonprofit 501(c)(3), based in New Orleans, whose mission is to cultivate the field of public markets for public good. Market Umbrella has operated the Crescent City Farmers Markets (CCFM) since 1995. The Crescent City Farmers Market operates weekly year-round in four New Orleans neighborhoods. The CCFM hosts nearly 80 local small farmers, fishers and food producers, and more than 100,000 shoppers annually.

Program Mission and/or Goals:

The goals of the program are to increase access to fresh fruits and vegetables. The CCFM App will allow customers pre-buy and pick-up their groceries from our market; reducing time and ensuring that customers get the products they need from our market.

Community Need:

An estimated 1.3 million of Louisiana's residents (29% of the state's population) live in communities that have been designated by the USDA as having low access to grocery stores. Eighty-three percent of Louisiana parishes contain communities that the USDA has labeled "food deserts" and the USDA cites that one in six Louisiana households struggles to put food on the table. In a city famous for food and abundance, far too many people go without the nutritious food necessary for optimal health. While economic growth in New Orleans post-Katrina has been encouraging, 23.7% of the New Orleans population is still food insecure. MarketUmbrella believes small local farmers markets can help to address the lack of access fresh fruits and vegetables. To achieve this goal MarketUmbrella operates the Crescent City Farmers Market. Our markets operate in four New Orleans areas and provide the community with much needed access to fresh fruits and vegetables. In addition we offer incentives to vulnerable consumers in New Orleans. Through our Market Match and FMRx programs participants are incentivized to shop at our markets and purchase local foods directly from farmers and fishers. CCFM App will further help us provide access to fresh foods to the many people in New Orleans that are food insecure.

Member Position Summary:

The Outreach and Social Media Coordinator will plan, organize, and implement community outreach for the CCFM App. The Coordinator will cultivate community relationships and develop an evaluation program to provide real time feedback about the App. He/she will also work with MarketUmbrella staff to develop a social media campaign for the App with the goal of having 100 users by the end of the year. The Coordinator will also be tasked with developing and implementing an efficient customer pick-up (aggregation) system at market.

Member Impact:

The work of the Outreach and Social Media Coordinator expand the reach of the Crescent City Farmers Market. The App will provide MarketUmbrella with another revenue stream to help run its markets and programs. The Coordinator will develop an aggregation system where MarketUmbrella staff will collect and store customer

orders. For this service, we will charge the customer a convenience fee. The community outreach for the CCFM App will also provide greater access to fresh foods to the community. In short term the member will help with the adoption of the App by planning and organizing outreach activities. In the long term the member's work will grow the Apps reach. The implementation of the aggregation system will provide additional benefits to customers; therefore incentivizing more people to use the App to purchase fresh foods.

Essential Functions of Position:

Community Outreach
Create aggregation system
Develop social media plan for CCFM App
Provide social media training for MarketUmbrella staff

Required Knowledge, Skills, and Abilities

Self-starter with strong organizational skills and strong interpersonal and facilitation skills.
Familiarity with financial concepts, budgets and credit card processing.
Ability to establish and maintain successful working relationships with the staff of Market Umbrella.

Required Academic and Experience Qualifications:

College degree.
2 years of work experience in retail and/or public health, social work, or other related field.
Knowledge of local food systems and passion for sustainable food growing practices – preferred.