



Washington State Farmers Market Association

Position:	Regional Leads Program Manager
Reports To:	Executive Director
Hours:	40 hours/week, 1 FTE
Wages and Benefits:	DOE with a range of \$52,000-\$56,000 per year. Paid time off, holidays, subsidized ORCA pass and insurance stipend

The Washington State Farmers Market Association (WSFMA) is a 501(c)(3) nonprofit created more than 30 years ago to support and promote vibrant and sustainable farmers markets in Washington state. WSFMA provides training and technical assistance to farmers markets; educates the public on the benefits of buying fresh and local farm products directly from the people who grow it; advances policies to strengthen regional food systems; and increases knowledge and understanding of farmers markets' role in community development, sustainable local agriculture, and access to nutritious food.

The Regional Leads Program Manager plans and implements WSFMA's Regional Lead program and builds partnerships to strengthen the connections between farmers markets and local communities so that farmers markets are accessible places to purchase locally grown food for all Washington residents including the 1.1 million Washingtonians who receive public food assistance benefits. The goal of the Regional Leads program is to build local capacity at farmers markets around food access programs, marketing, and market operations. The Regional Leads program is in year one of three-year plan. This person will be responsible for developing the strategic vision for the WSFMA Regional Leads program and food access programs. The right candidate will be strong leader able to advance the program vision and secure resources beyond the three-year plan.

Key Duties and Responsibilities:

Manage Regional Leads Program

- Responsible for setting program vision, strategy, and scope to ensure program makes progress on goals and funder requirements are met.
- Lead and support a statewide team of part-time contractors (Regional Leads). There are currently 10 Regional Leads covering 13 regions.
- Manage all aspects of WSFMA's SNAP-Ed contract including work plan and budget development; program implementation; budget spend-down; reimbursement; and reporting and evaluation.
- Support WSFMA's three-year Farmers Market Promotion Program (FMPP) project and lead the integration of the Regional Leads program into the overall project.
- Recruit and hire new Regional Leads and program staff in response to program expansion or as needed.
- Develop and deliver training and outreach materials for Regional Leads and farmers markets related to food access programs, marketing, and farmers market operations.

Technical Assistance and Communications

- Provide technical assistance, insight, problem solving, and customer service to farmers markets and direct-marketing farmers on issues related to implementing food assistance programs.
- Represent WSFMA at local and statewide forums, presentations, and other speaking engagements.

- Maintain regular communication with and engage dialogue among partners.
- Monitor SNAP incentive programs across the state and develop connections with WSFMA food access programming.
- Ensure WSFMA actively participates in statewide and regional partnerships to oversee and expand SNAP incentive programs as well as efforts to expand the capacity of WIC and Senior Farmers Market Nutrition Programs (FMNP).

Other Duties

- Help identify funding strategies and opportunities; provide grant writing support.
- Develop materials for WSFMA training events including farmers market workshops and Conference.
- Update WSFMA website.

Required Qualifications:

- Minimum 3 years experience managing grant-funded projects with multiple goals, objectives and activities including budget, reports, and evaluations.
- Demonstrated experience as an effective manager who takes a collaborative approach.
- A dynamic and engaging public speaker comfortable leading meetings.
- Experience in food access, agriculture, farmers markets, and/or related work.
- Highly organized and able to juggle multiple projects while maintaining attention to detail.
- An innovative and flexible thinker able to design new projects and pilot new ideas.
- A self-starter comfortable working without direct supervision.
- Proficient in Microsoft Office.
- Able to travel statewide.

Desired Qualifications:

- Master's degree in public affairs, public health, or related discipline.
- Experience managing a SNAP-Ed contract.
- Familiar with farmers market food access programs (FMNP, SNAP, Incentives, EBT technology, and third-party processors), farmers market operations, and marketing.
- Proficient in Adobe Illustrator and InDesign.
- Experience in data management, program monitoring, and evaluation.
- Familiar with local, regional, or statewide local food marketing campaigns.

How to Apply:

Submit a resume and cover letter to jobs@wafarmersmarkets.org with "Regional Leads Program Manager" in the subject line. The cover letter should address your fit with the required and desired qualifications. Applications will be accepted until the position is filled. The priority review deadline is Friday, January 19th at 5 PM. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, or national origin.