



## Regional Lead

**Position:** Part-time, Independent Contractor

**Reports to:** Food Access Coordinator

**Location:** Remote position, serving specific geographic region of Washington State.

**Hours:** Range and vary throughout the year 5 to 8 hours per week, depending on Regional Lead's scope of work.

**Annual Contract:** Federal Fiscal Year

## WSFMA

Founded in 1979, the Washington State Farmers Market Association (WSFMA) is a 501c3 nonprofit organization dedicated to working with farmers markets so that they can thrive. Farmers markets support family farms, artisans, and other small businesses; showcase local talent and community engagement; and are key players in building local food systems and food security. The WSFMA is a statewide membership organization comprised of 115 farmers markets that follow the "Roots Guidelines," apply annually, and receive services and benefits as WSFMA member markets. We support market operations, organizational development, and vendors. The WSFMA also serves non-member markets with educational resources online, food access support, our annual conference, "Boot Camp" for new Managers, data collection, and advocacy. The WSFMA currently has a 3-person staff with an office at Pike Place Market, a team of "Regional Leads," and an 8-person, voluntary Board of Directors. We work to be efficient, focused, and maximize our impact with limited resources by partnering with farmers markets to take on familiar and new challenges, positively engage in larger trends, and represent the market and vendor voice in public programs and policy.

## Regional Lead Position

WSFMA's Regional Leads are part-time, independent contractors that help farmers markets run successful food access programs such as WIC and Senior Farmers Market Nutrition Program (FMNP), SNAP, and SNAP Market Match. Regional Leads are an "on-the-ground" resource in a particular region to support farmers markets and vendors, and keep farmers markets updated about technical, policy, or funding changes to all food access programs. They may also coordinate outreach and SNAP-Ed activities with local partners. Our goal is that farmers markets are a vital source of fruits, vegetables, and other local foods for SNAP and FMNP shoppers, promoting healthy eating for everyone.

## Duties

1. Working with WSFMA, Regional Leads are responsible for ensuring that all farmers markets in their assigned Region are connected to WSFMA, know what resources are available, and for providing direct support for SNAP, SNAP Market Match, WIC and Senior FMNP programs based on farmers markets' needs, interest, and available resources.
2. Regional Leads actively participate in WSFMA trainings; contribute relevant materials, experiences, and share ideas and examples from assigned region with the Regional Lead team and WSFMA. Trainings include WSFMA's Food Access Forums, annual Conference, and supporting "Boot Camp" for new managers.
3. Regional Leads improve the effectiveness and impact of SNAP-Ed projects at, for, and with farmers markets by facilitating partnerships between farmers markets and Local Implementing Agencies (LIAs), community support organizations (CSOs), and local nonprofit partners in their assigned Region.
4. As a steward of federal funds and WSFMA commitments, all Regional Leads are expected to comply with Civil Rights Trainings, FNS Guidance, monthly accounting and reporting expectations.

## Skills & Experience

- a. Experience working independently while welcoming feedback and positively contributing to a team with shared goals.

- b. Direct experience working with farmers market organizations and/or direct marketing is strongly desired.
- c. Current experience managing the technical aspects of farmers market food access programs including FMNP, SNAP, SNAP Market Match or other incentives as well as EBT technology and third-party processors.
- d. Knowledge and/or working relationships with local community and cultural groups working on food access in assigned region.
- e. Understanding of current FNS and SNAP-Ed guidance and terms.
- f. Highly organized and able to juggle multiple projects while maintaining attention to detail.
- g. Excellent working knowledge of MS Office 365 (e.g., Excel, Word, Outlook, Power Point).
- h. Excellent communication skills, verbal and written. Includes ability to provide technical assistance and communicate effectively and courteously with a diverse audience.
- i. Demonstrated experience as an effective communicator; a dynamic and engaging public speaker comfortable leading meetings in person and virtually.
- j. Valid driver's license and able/available to travel statewide as needed.
- k. Education in food systems, social sciences, community development, nonprofit management, public health, public policy, or related discipline.
- l. Commercial General Liability Insurance or Business Liability Insurance required.

## Compensation

\$30.00 per hour. Eligible travel and supplies are reimbursed.

## To Apply

Please submit a letter and resume to [info@wafarmersmarkets.org](mailto:info@wafarmersmarkets.org) with Regional Lead in the subject line. In the letter, please clearly detail relevant skills and experience working with Washington farmers market organizations; SNAP, SNAP-Ed, SNAP Market Match, and WIC/Senior FMNP; and/or SNAP-Ed direct education or PSE work. All qualified applications will receive consideration for employment without regard to race, color, religion, sexual orientation, gender identity, or national origin.

###

Sept. 2023