



Sustainable Economic Enterprises of Los Angeles

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## EMPLOYMENT OPPORTUNITY

**TITLE:** Program Manager – *Specialty Crop Nutrition Education and Promotion Program*  
**STATUS:** Full-Time 40 hours/ week, Exempt,  
**COMPENSATION:** \$58,240-\$70,000, Manager II, Health benefits (medical and dental), Vacation and holiday pay.

### EMPLOYMENT

**PERIOD:** Through the end of October 2022  
**REPORTS TO:** Director, Nutrition Programs

### About SEE-LA

Sustainable Economic Enterprises of Los Angeles (SEE-LA) is a leading Southern California nonprofit organization, connecting people to healthy food, promoting economic development, and building sustainable food systems. We operate the largest network of mission-driven farmers' markets in Los Angeles as well as programs that provide nutrition education, food access, and opportunities for small regional farms and local food businesses to thrive.

### Position Summary

SEE-LA is currently seeking a dynamic leader to manage the launch of an exciting new program within SEE-LA's highly acclaimed *Pompea Smith Good Cooking/Buena Cocina Nutrition Education* Department. SEE-LA has contracted with the California Department of Food and Agriculture (CDFA) to provide the Specialty Crop Nutrition Education and Promotion Program (SCNEPP). SCNEPP uniquely integrates specialty crop promotion and marketing strategies across SEE-LA's six farmers' markets, which feature 86 specialty crop producers serving 13,000 Angelenos weekly. The Program Manager will engage a team of 3-5 staff members and coordinate with Senior Farmers' Market Manager and producers to promote specialty crops and nutrition information at 24 seasonal specialty crop market events. Additionally, the program manager will coordinate and oversee the delivery of 36 bilingual (English/Spanish) adult nutrition education classes, recipe demonstrations, and 12 summer kids' culinary classes annually. The Program Manager will also oversee a social media campaign featuring food demonstrations, live streams, specialty crop recipes, producer profiles, and seasonal specialty crop promotions.

SCNEPP is a grant funded position and as such is time limited and funded through the end of October 2022. However, the Program Manager will work closely with the Director of Nutrition Programs to seek and identify ongoing funding sources. At this time, the position is structured for telecommuting with the option of being housed at SEE-LA's main office. As the program timeline evolves, the position demands onsite event coordination and implementation at SEE-LA's farmers markets.

The ideal candidate is passionate about the promotion of local California farmers and high-quality nutrition education, enjoys seeing a program from start to completion, thrives on a structured and fast-paced timeline, enjoys working with a variety of stakeholders, and gains fulfillment in a role that requires a unique blend of creative and analytic skills.

### QUALIFICATIONS

- Master of Public Health degree or a minimum 4 years' experience in implementing public health or nutrition programming with proficiency in application of evaluation metrics such as population surveys, and other validated outcome measurement assessment techniques
- A minimum of 2 years in a management role with proven success in building and motivating a team to meet project goals, adhering to project milestones
- **Bilingual English/Spanish, written and verbal required**

- Experience managing complex government grants, adhering to stringent guidelines, and observing grant budget, timelines, and deliverables
- Proficiency in facilitating and overseeing nutrition education and physical activity classes and events
- Professional competency in USDA Dietary Guidelines and capability of critically differentiating science-based nutrition information from popular diet fads
- Reliable, self-driven, decisive and ability to operate efficiently and effectively with minimal supervision
- Outstanding time management skills and ability to prioritize multiple tasks effectively
- Proven ability to work creatively and analytically to accomplish program objectives
- Flexible with proven ability to conform to shifting priorities, demands and timelines through analytical and proactive problem-solving capabilities
- Exceptional written and verbal communication skills
- Strong organizational and planning skills
- Technically competent with various software programs, including but not limited to Office 365 and SharePoint cloud platform and social media platforms (Facebook, Instagram, and YouTube)
- Working knowledge of basic marketing principles and experience with behavioral economic strategies a plus
- Comfortable working collaboratively in a team, supporting a diverse and inclusive work environment

## **RESPONSIBILITIES**

- Become fully versed in SCNEPP program goals, objectives, activities, and expected outcomes
- Become fully versed in CDFA Specialty Crop Block Grant Administrative guidelines
- Full program life cycle ownership: successful program delivery will include full implementation from initiation to deployment for all grant program components, with many occurring simultaneously
- Develop and manage all aspects of program engagement from planning, external vendor relationships, communications, resources, and budget
- Prepare and organize seasonal specialty crop farmers' market events
- Coordinates and organizes Bilingual nutrition education and kids' culinary classes and events in SEE-LA's farmers' markets or through virtual platforms
- In collaboration with the nutrition department leadership support ongoing development and revisions of the SEE-LA nutrition education curriculum to meet specific program needs, and select recipes for showcasing specialty crops in food demonstrations
- Develop survey tools, oversee data collection, maintain all evaluation data, and synthesize and analyze results
- With the support of the Director of Nutrition Programs, recruit, hire, and train program staff including at least two health educators and social media/ marketing specialist
- Supervise, mentor, and motivate staff and monitors performance, completing performance reviews. Ensure quality control and compliance with established standards and procedures for assigned program tasks. Assign, monitor, and review progress and accuracy of work
- Manage the day-to-day program activities and resources. Ensure that program components are proceeding according to scope, schedule, budget, and quality standards
- Develop and deliver progress reports, proposals, required documentation and presentations to various audiences, including project team, upper management, CDFA and key stakeholders
- Identify and develop trusted relationships with internal and external stakeholders
- Serve as liaison to the CDFA grant analyst, completing and submitting semi-annual reports and other required reports as requested
- Prepare and monitor monthly invoices
- Procures adequate resources to achieve project objectives in planned timeframes

**Physical Demands:**

While performing the duties of this job, the employee is regularly required to stand, sit; talk, hear, and use hands and fingers to operate a computer and telephone keyboard reach, stoop kneel to install computer equipment. They also will moderately engage in bending, lifting, pushing, pulling, twisting, and hauling/ lifting up to 25 pounds. Most work will take place indoors, but some work may take place outside in rainy, hot, or cold weather conditions.

*Disclaimer: The above is intended to describe the general contents and requirements for the performance of this job. It is not to be construed as an exhaustive statement of duties, responsibilities, or requirements. May perform related duties as assigned by management.*

**Application Instructions:**

Please submit cover letter and resume via email to:

**E-mail:** employment@see-la.org (Subject Line: SEE-LA Program Manager-Specialty Crop)

SEE-LA makes hiring decisions without regard to gender, race, color, religion, gender, gender orientation, identity, or expression, national origin, age, veteran status, disability, or any other protected class and is committed to hiring and retaining a diverse workforce and strongly encourages applications from groups that have been historically underrepresented.