



Director of Technical Assistance

POSITION DESCRIPTION

As a member-based association with a mission to place equity at the forefront of supporting the viability of community-driven marketplaces so that they can connect ALL consumers to local farms and businesses, providing technical assistance is a core function of our organization. The Director of Technical Assistance for the Michigan Farmers Market Association (MIFMA) would provide leadership for our technical assistance (TA) to implementers of programs that expand food access and combat food insecurity including Nutrition Incentive (NI) and Produce Prescription (PPR) programs.

This is a full-time, 32-40 hour per week position with an annual salary of up to \$60,000 and access to a full benefits package after 60 days of employment that includes healthcare, a Simple IRA retirement plan, flexible work schedule, and ample PTO. This position will work from our office based in East Lansing, Michigan on Mondays and remotely Tuesdays-Fridays, with some travel required. A fully remote work schedule may be considered for the right candidate.

Reports To: Executive Director

Position Duties and Responsibilities:

- Provide leadership for a team of 6 content experts responding to the technical assistance needs of Nutrition Incentive and Produce Prescription program implementers including deliverables tracking and contract reporting requirements
- Coordinate the training of MIFMA team members to ensure all are properly trained on completing contract-related deliverables and tasks and that tracking systems and reporting functionalities are in place to document progress/completion
- Receive TA requests, disseminate them to the appropriate content expert, and ensure all responses are returned in a timely manner and properly tracked in the online ticketing system
- Assist the Food Access Director in gathering, cataloging, and disseminating information about emerging technology solutions in the NI and PPR incentive redemption processing field
- Support other MIFMA staff leading Communities of Practice with logistical support, speaker recruitment, and/or content development as needed
- Participate in resource identification and development including, but not limited to: identification of resources from the field worthy of adding to national resource libraries, brainstorming of ideas for new resources to be created, content development and formatting, and resource review and submission
- Maintain and promote existing resources including a website database of resources geared towards farm direct sites implementing NI programs
- Continue the creation, review, and release of online curriculum for program implementers working with farm direct sites; add PPR specific content to two published online courses currently pertaining to NI programs
- Monitor and respond to online Discussion Boards featuring program implementers, flagging for other members of the team when their engagement may also be needed



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East Lansing, MI 48824



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- Collaborate with partners on planning in-person convenings of small groups of program implementers focused on specific themes
- Assist in identifying individuals and/or organizations with expertise in implementing NI programs with the CSA model and engage them in TA offerings
- Engage program implementers in a resource review board to provide feedback on new resources as they are created and applicable to their area of expertise
- Participate in the review of applications for grants to expand the capacity and support innovation in the NI and PPR program areas, as needed
- Work collaboratively with all partners as applicable and necessary
- Develop and maintain a positive working relationship with MIFMA contacts
- Participate in team, board, and committee meetings as necessary
- Carry out additional responsibilities as identified in consulting services agreements or other contracts
- Attend a variety of functions and public events as a representative of MIFMA to convey the mission of the association in a positive manner

Desired Qualifications and Skills:

- Demonstrable awareness of NI and/or PPR programs operating in farm direct settings including, but not limited to: farmers markets, CSAs (Community Supported Agriculture), mobile markets sourcing local products, food box/delivery programs, and other retail models
- Two years or more of program/project management experience including documenting and reporting on program/project outcomes
- Demonstrable knowledge and experience related to coordinating the activities of a team, logistics, and task management
- Ability to identify tasks that need to be completed and delegate appropriately
- Strong organizational and time management skills
- Strong customer service and effective communication skills including writing, public speaking, and meeting facilitation
- Ability to balance multiple projects simultaneously and to easily shift between working independently and collaboratively
- Capacity to prioritize responsibilities and self-direct when necessary, particularly in a remote work environment
- Dedication to working as a member of, and in partnership with, diverse communities. Ability to interact with farmers, market managers, and community-driven marketplace supporters from diverse economic, educational, and vocational backgrounds to provide exceptional customer service
- An understanding of, and commitment to, social justice and racial equity in the food system
- Knowledge and use of technology in completing job requirements including: Microsoft Office Suite; web-based search and information systems; social media platforms, such as Facebook; virtual meeting platforms, including Zoom; project management software, including Basecamp; and web-based content management systems, including WordPress

Application Process:

Candidates should submit a complete application, cover letter explaining their desire for this position and why their skill set makes them a good candidate, a résumé/CV including education and work experience, and the names and contact



information of three references (indicate relationship) by **November 30, 2023**. Materials should be uploaded as PDF files and submitted with an online employment application available at <https://mifma.org/jobs>. Incomplete applications or those not following this process will not be reviewed. Interviews will be scheduled on a rolling basis as applications are received and reviewed. Ideally, the selected candidate will start in December 2023. The start date may be postponed for the ideal candidate.

MIFMA places equity at the forefront of supporting the viability of community-driven marketplaces so that they can connect ALL consumers to local farms and businesses. It is the policy of the Michigan Farmers Market Association to practice nondiscrimination based on age, ancestry, color, disability or handicap, national origin, race, religious creed, sexual orientation, gender identity, or veteran status. MIFMA does not approve, nor will it condone, any action or behavior that would result in harassment or discrimination in any of these areas.



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