

**Position: Community Outreach Worker**

**Project:** The New Bedford Farmers Market

**Organization:** Mass in Motion New Bedford

**Time Period:** August -October 2017

**Part-time, temporary: 14 hrs/week**

**Rate:** \$18/hr

**Background of New Bedford Farmers Markets and Outreach Goals:**

June 2017 will mark the third farmers market season that the NB Farmers Market has been managed and operated by Mass in Motion New Bedford (MiM NB). There are three markets operating in NB:

- Brooklawn Park Market – Acushnet Ave entrance: Mondays, 2-6pm; June 12th- October 30th
- Custom House Square Downtown Market: Thursdays, 2-6pm; June 15th- October 26th
- Clasky Common Park: Saturdays 10-2 pm; June 17th- October 28th

Currently, all three markets use a token system to allow customers to pay with SNAP/EBT and/or credit/debit; vendors also accept WIC coupons, senior farmers market coupons. New this year, and officially launching in April 2017, the Healthy Incentives Program (HIP) implemented by the state, will provide a 100 percent incentive – a dollar-for-dollar match – for each SNAP dollar spent on targeted fruits and vegetables purchased at farmers’ markets, farm stands, mobile markets, and Community Supported Agriculture (CSA) programs statewide. By increasing access to locally grown fruits and vegetables for SNAP clients, the program seeks to benefit family and community health, and support farms and the local economy. Consistent and simple messaging will be crucial to the program's success and MiM NB is seeking a Community Outreach Worker who can assist with providing outreach to the community about this beneficial program.

**Overview of Job Tasks**

- Promoting the market to SNAP populations throughout the adjacent neighborhoods at a more “grassroots” level- handing out marketing materials at schools, public housing complexes, churches, and other locations to speak with individuals/families/organizations about the markets face-to-face.
- Tabling at community partner events to promote the farmers markets and SNAP/HIP.

- Attending the New Bedford Farmers Markets to assist Market Assistant with SNAP/HIP education to customers (3hrs/market each week).
- Providing TA to farmers, community organizations and nonprofits about the Healthy Incentive Program/SNAP.
- Working with the Mass in Motion team to create messaging that highlights three things: the market accepts SNAP dollars for a number of items; SNAP participants can earn HIP benefits when they purchase local fruits/vegs and the cost is not much greater than an average grocery store, and sometimes less when in season.

**Requirements:**

- Bilingual required (Spanish)
- Weekend and evening availability (see market hours)
- Training on the SNAP/HIP program

*Interested candidates can send their resume to Stephanie Perks at [Stephanie.perks@newbedford-ma.gov](mailto:Stephanie.perks@newbedford-ma.gov)*