



Greaux the Good Program Manager

Position Type: Full Time, salaried. FLSA status: exempt

Salary Range: \$40,000-\$50,000 annual salary range

Benefits: Paid holidays and Paid Time Off. Health and dental insurance (Market Umbrella funds 75%); vision, life, AD&D and short term disability insurance (Market Umbrella funds 100%). 401K retirement plan (up to 4% Market Umbrella annual match). FSA (125 plan) and HSA: eligible on the following month after a 1 month waiting period.

Organizational Overview:

Market Umbrella is a 29-year-old community non-profit that operates the Crescent City Farmers Markets, provides community education related to nutrition and healthy eating, and offers a robust array of food access programs. Our work supports Southeast Louisiana foodways and culture, serves as a small business incubator and supporter of the local economy, and provides food access programs to help all New Orleanians have greater access to fresh, local foods. The Crescent City Farmers Market operates three weekly farmers markets in the New Orleans area, hosting over 100 local small farmers, fishers, and food producers, and more than 150,000 shopper visits annually. We offer a variety of SNAP education and nutrition education programs, and several food access programs including Market Mommas Club, Market Match and Greaux the Good.

In the 2022 Legislative Session, the State of Louisiana set aside \$889,000 in state dollars to fund the Greaux the Good Program. This appropriation allowed for the development and launch of Louisiana's statewide nutrition incentive program. Greaux the Good has grown to include over twenty partners and two nutrition incentive programs (SNAP Match and FMNP Match). This program has created an opportunity to positively impact farmers, families, and Louisiana's economy.

General Position Description

The Greaux the Good Manager is a full-time staff member responsible for assisting in the daily operations of Greaux the Good. This position manages program communications, provides program assistance to potential and established program participants, completes site visits, and

coordinates program participant reimbursements. The Greaux the Good Manager reports to the Greaux the Good Program Director.

Duties and Responsibilities include the following:

90% Execute day-to-day project management of the Greaux the Good program working closely with MU staff, Greaux the Good partner organizations and external stakeholders

- Conduct outreach to new program participants, and conduct site visits.
- Assist with review of new applications, is responsible for ensuring proper paperwork is submitted, document filing (electronic), and records upkeep.
- Assist with partner management and policies/procedures adherence
- Manage expense and survey reporting, data collection and evaluation.
- Support the Director of Greaux the Good with scheduling meetings, trainings, site visits, and other activities; serve on committees/councils as assigned.
- Manage program inventory spreadsheet and order additional supplies at the discretion of the Program Director
- Manage reimbursement process for participating entities and vendors, this includes attaching required supplemental documentation, requesting necessary signatures, uploading to folder for recordkeeping, and tracking expenditures.
- Proofreading, copy editing, and designing program documents.
- Assist with meeting/session facilitation and prepare virtual links (Zoom or Google Meet), agendas, and meeting notes.
- Manage communications deliverables for the program
- Serve as the primary point of contact for the program, providing resource information to community members and connecting community partners and markets to staff.
- Solicit and respond to regular feedback on technical assistance, including emerging or unexpected needs and areas for improvement. (Communication methods include: in-person, phone calls, texts, emails, and messages on social media platforms.)
- Respond to Greaux the Good general information email inbox and pertinent phone calls.
- Procure quotes for services as needed.
- Create and send quarterly program newsletter; manage social media accounts for the program; assist with other communications tasks as assigned.
- Conduct routine website maintenance and updates.
- Organize and maintain the program's photo library and content/design archive.
- Spearhead the design development of Greaux the Good promotional materials such as social media content, posters, flyers, etc. using Canva or similar design software.

10% Other duties as assigned

An ideal candidate will have:

- A Bachelor's degree in Communications, Business Administration, Marketing, Public Health/nutrition incentives or a related field or 3-5 years of relevant professional experience in program management or administration
- Proficient in Google Workspace (Docs, Sheets, Slides, Drive, Forms), Zoom, Canva, and Squarespace
- Demonstrated ability to manage multiple projects
- Ability to work independently and collaboratively
- Strong written and verbal communication skills
- Exceptional attention to detail and organizational skills
- Ability to travel statewide
- Customer service/relationship development and management experience
- Public speaking
- Demonstrated experience working with a broad range of stakeholders

Preferred skills/qualifications:

- Spanish and/or Vietnamese language proficiency
- Ability to analyze reports and conduct program evaluations
- Experience in bookkeeping and account monitoring
- Strong interpersonal skills to build and maintain relationships
- Public speaking, developing and delivering presentations

This is a remote-work eligible position, and the person in this role does not have to reside in the New Orleans Area, but must come to New Orleans at least quarterly. Must have reliable transportation. A local candidate will have a hybrid office/work from home schedule, after an initial probationary period. This position is generally a Monday through Friday, 9 am to 5 pm position, but some evenings, weekends and travel will be required.

Proof of COVID-19 vaccination is required.

Market Umbrella is committed to having a staff that represents the community we serve. We encourage applicants who can help us build a truly inclusive culture to apply. Market Umbrella provides equal employment opportunities to all employees and applicants for employment without regard to race, ethnicity, religion, age, gender identity or expression, sexual orientation, disability, national origin, or veteran status.

To apply, please submit a cover letter, resume, and three professional references (at least one a current or former supervisor) to employment@marketumbrella.org by June 18th.