

**POSITION TITLE:** Walkers Square Farmers Market Outreach Coordinator (.5 FTE)

**OFFICE LOCATION:** 9501 W. Watertown Plank Rd., Bldg. A, Milwaukee, WI 53226

**GEOGRAPHIC AREAS SERVED:** Primarily City of Milwaukee's south side Walker's Square neighborhoods.

**TYPE OF APPOINTMENT:**

This interim position is an ad hoc academic staff appointment in the University of Wisconsin-Extension's division of Cooperative Extension and is subject to UW System, UW-Extension, and Cooperative Extension personnel policies.

This appointment will begin on or about May 18, 2015 and continue through Oct. 23, 2015, with no renewal intended.

**PURPOSE AND PRIMARY FOCUS OF POSITION:**

The purpose of this position is to support the mission of EAT (Empower, Access, Transform) Coalition through increasing capacity for the Walker's Square Farmers Market, as a community hub of multicultural engagement. EAT's mission is "To inspire healthy food choices and behaviors by enhancing the food environment and celebrating the diversity of Milwaukee's South Side."

The primary focus of this position is to increase awareness of, and attendance at the market through neighborhood outreach efforts and coordination of cultural events, health/fitness activities, EBT support, and other educational activities at the market.

**PRIMARY DUTIES/ESSENTIAL JOB DUTIES:**

- Work with market EBT support volunteer, vendors, and market director to develop strategies to increase use of EBT at the market
- Provide support to EBT support volunteer
- Maintain a presence at the Thursday and Sunday markets to provide customer assistance, promote interaction between residents and vendors, coordinate market events, and provide support to event sponsors
- Recruit local businesses as market sponsors, to support weekly educational events/activities
- Provide neighborhood restaurants with cost-effective measures and nutritional benefits of purchasing fresh, locally grown produce from the market
- Determine and coordinate appropriate events to feature at weekly market, including cultural events, youth activities, health and fitness activities, available local resources, and information relevant to community needs
- Assess priorities of market vendors related to culturally relevant events they would like to engage in at the market
- Assist in development of a Farmers Market Association community needs assessment
- Develop strategies to build relationships between vendors, residents and event sponsors
- Build capacity for the market as a community hub for social networks
- Promote and celebrate multiculturalism via the events and activities offered at the market
- Work closely with the EAT coalition to support its mission via the market
- Provide appropriate resources and support to market's EBT support volunteer(s)
- Build and maintain trust-based relationships in support of cooperative and respectful work environments

- Be responsive to evolving position and EAT coalition needs; perform additional duties, as needed
- Make all reasonable effort to reach a diverse audience and to ensure equitable access to programs and facilities

**PRIMARY DUTIES/ESSENTIAL JOB FUNCTIONS (CONTINUED):**

- Participate in district and/or state program activities as appropriate and needed
- Use an appropriate system for reporting and evaluating programs to the Milwaukee County UWEX Office Director, the University of Wisconsin-Extension and to clients, colleagues and other Extension collaborators as needed
- Cooperate with others in the local office to ensure reasonable access to Extension expertise during regular office hours

**WORKING CONDITIONS:**

- Make individual arrangements for transportation adequate to meet position duties and essential job functions
- Assume weekly travel throughout Milwaukee County and occasional travel within the state
- Work Sundays on a regular basis and occasionally in evenings, as needed to meet local needs

**ADMINISTRATIVE RELATIONSHIPS:**

This position is accountable to Milwaukee County UWEX Office Director and to UW-Extension through the Regional District Director on all matters related to (a) program performance and job responsibilities, (b) developing effective external working relationships with clientele groups, other agencies, departments and organizations, (c) continuing professional development and (d) reporting and evaluating programs to county, state and federal government as appropriate. This position is accountable to the Milwaukee County Directors on matters related to county administration, office management and performance development.

**QUALIFICATIONS:**

**TO BE CONSIDERED ELIGIBLE FOR THIS INTERIM POSITION, YOU MUST MEET ALL OF THE FOLLOWING MINIMUM QUALIFICATIONS:**

- A bachelor's degree **or** content knowledge in one or more of following professional fields: organizational development, community leadership, organizational leadership, community education, marketing, or health education
- Volunteer or paid experience working with people of culturally diverse groups
- Ability to develop an organized plan of work
- Ability to effectively coordinate community-relevant outdoor educational events/activities
- Understanding of the benefits of farmers markets to community
- Strong interpersonal and problem-solving skills; ability to effectively manage conflicts
- Bilingual English/Spanish speaker
- Knowledge and skills to effectively interact with people from different cultural backgrounds, including those associated with race, ethnicity, national origin, religion, socioeconomic status, age, gender, disability, sexual orientation, and other aspects of human diversity
- Ability to communicate ideas effectively orally, in writing and through educational technology

**ADDITIONAL KNOWLEDGE, SKILLS AND ABILITIES DESIRED:**

- Strong familiarity with Walker's Square neighborhood
- Demonstrated success planning, implementing and evaluating learning experiences for youth and/or adults in community-based, non-formal educational settings that reach, and are accessible to, a wide range of audiences
- Successful experience in outreach education
- Strong group and educational facilitation skills
- Skillful in establishing and maintaining professional work relationships and networks
- Successful experiences in volunteer development and management
- Skillful in the use of educational software and current instructional technologies
- Demonstrated understanding of Extension's mission

Please send a resume and cover letter, by Mon. 4/20/15 to:

Cynthia Muhar  
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OR

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