



**Harvest Home Farmer's Market  
Healthy Seniors, Healthy Shoppers 2.0  
Program Coordinator**

**LOCATION:** New York City

**JOB TYPE:** Full-time in our office on West 126<sup>th</sup> Street and weekends at market locations around the city.

**DESCRIPTION:**

Harvest Home Farmer's Market runs 13 markets in low-income communities in New York City. The Healthy Seniors, Healthy Shoppers 2.0 program provides seniors a \$4 incentive in the form of coupons to purchase fruits and vegetables at farmers markets in the Bronx, Brooklyn & Manhattan. The program seeks to improve the overall health and well-being of participating seniors through increased access to affordable healthy foods and decreased food insecurity.

**JOB SUMMARY:**

The Healthy Senior Health Shopper (H2S2) Program Coordinator will oversee the start-up, implementation, and data-collection for an IRB evaluation of the program. The Coordinator will be responsible for establishing and managing sustainable and effective linkages with five local healthcare providers including Federally Qualified Healthcare Centers (FQHCs) and public hospitals to increase the purchase and consumption of fruits and vegetables of seniors residing in five under resourced neighborhoods in the Bronx, Brooklyn and Manhattan.

**RESPONSIBILITIES AND DUTIES (include but are not limited to):**

- Develop an outreach and marketing plan for H2S2 that considers the diverse ethnicities, languages and cultures of host communities serving individuals 60 years or older. Conduct presentations introducing the program at senior centers and other relevant institutions to raise consumer and community consciousness about the role of H2S2 in the community's food system.
- Work with the evaluation team in designing and collecting survey data and preparing reports. Ensure the accurate maintenance of records, disbursements, and monthly grant reports.
- Attend markets and collaborate with HHFM interns to ensure that the survey process is soundly executed and maintain accurate records of H2S2 transactions and distribution of HealthBucks.



## QUALIFICATIONS:

- Associate Degree or higher
- A minimum of two years' experience, preferably in an NGO setting
- Very comfortable using mobile technology, particularly Apple products (iPads and iPhones)
- Experience with the diversity of NYC neighborhoods
- Knowledge of Spanish or Chinese (Mandarin or Cantonese) a HUGE plus
- Experience managing data and working with data collection agencies
- Knowledge of the Supplemental Nutrition Assistance Program (SNAP), the Farmers Market Nutrition Program (FMNP) and other nutrition benefit programs
- Precision, accuracy, and timeliness in completing duties
- Excellent interpersonal skills, including patience with others
- Ability to follow directions, work as a team, and manage others
- Expertise in MS Office, and CRM's a plus.

## SALARY: \$57,500

- PTO and paid holidays.
- Healthcare and dental benefits.

**HOW TO APPLY:** Email resume and cover letter to [mhurwitz@landinglightsstrategies.com](mailto:mhurwitz@landinglightsstrategies.com) by April 25, 2022. Include in the subject line "Program Coordinator H2S2." Please provide your phone number. **No phone calls please.**