



## **North Iowa Farmers Market Power of Produce Club Coordinator Job Description**

The Power of Produce (POP) Club Coordinator is responsible for executing the POP Club at the NIFM. Oversight will be provided by the POP Club Steering Committee, which includes a NIFM Board member. Responsibilities include program promotion and sign up, program development and schedule, communication with enrolled Club members, preparation of necessary materials, distribution of program incentives, oversight of token disbursement, assist with token reporting from vendors, and communicate with vendors and the public about the program. The coordinator will become familiar with all POP Club materials through the National Farmers Market Coalition

- Develop POP Club promotional material and assist with distribution
- Assist with POP Club enrollment; maintain Club member list
- Communicate with Club members and vendors through weekly emails and social media
- Be responsible for Club roster and “Passport” completion and maintenance
- Assist with POP Club market setup/tear down as outlined below:
  - Arrive at market early to help set up tent;
  - Get passport and tokens ready;
  - Set up for Two Bite Challenge;
  - Have activity materials ready (e.g. printed sheets, recipes);
  - Oversee volunteers;
  - Respond to any concerns re: POP that may arise from vendors, consumers, or the community. Involve the NIFM Board POP representative as needed to help resolve issues;
  - Tear down after market (tent and material storage) and dispose of any trash as necessary.
- Maintain open communication with the NIFM Board POP representative to maintain a free flow of information and transparency.
- Assist with marketing, promotional, and evaluation efforts as needed, including social media.

NIFM Board requests a two week notice for absences; contracted staff is responsible for finding board or experienced volunteer coverage for absence.