



Central Valley Health Network

December 2011

POSITION:

Retail Program Specialist
(Part-Time, 20 hours/week)

RESPONSIBLE TO:

Retail Program Coordinator

SUMMARY:

Under the supervision of the *Network for a Healthy California's (Network)* Retail Program Coordinator, the Retail Program Specialist is responsible for supporting the on-going coordination and implementation of the Retail Program that serves *CalFresh* eligible populations for the seven counties in the Central Valley Region (Fresno, Kern, Kings, Madera, Mariposa, Merced, and Tulare counties). This involves assisting with scope of work activities, working with other *campaigns/programs* to integrate outreach efforts for the Retail Program and training of partners to conduct nutrition education and physical activity promotion activities in this program utilizing the *Retail Campaign Partnership Guidelines Manual*.

EXPECTATIONS:

- Is a self-starter and needs minimum amount of direct supervision
- Pays close attention to detail
- Is committed to the mission of the organization
- Will travel within Central Valley area and other areas as needed
- Maintains good communications and relationships with members
- Works flexible or extended hours when necessary and in appropriate locations
- Attends weekend events/food demos as needed
- Listens to and respects others' ideas
- Culturally Competent
- Bilingual (English/Spanish) Preferred

DUTIES and RESPONSIBILITIES

Under close supervision of the Retail Coordinator duties include:

Assisting the coordinator in the development of an operating plan to meet the scope of work goals.

Assisting with recruitment of qualifying retail stores, installation of merchandising materials in retail locations, solicitation of food donations from retailers and produce industry partners and educating retailers on the benefits of accepting electronic benefits transfer and WIC coupons.

Assisting in tracking/documenting activities in scope of work and progress report writing as needed.

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Reports to: Retail Program Coordinator
.50 FTE Non-Exempt
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Assisting the coordinator in the planning of all promotional activities through designated channels as outlined in the Scope of Work and the Retail Program Partnership Guidelines Manual including the month long, state wide “Fruit and Veggie Fest.”

Assist the coordinator on evaluation projects that measure process and impact of Campaign initiatives. Assist in the development of case studies as outlined in the Scope of Work.

Participate in *Network Meetings*, Retail Program monthly teleconferences and additional meetings, trainings and/or conferences as requested.

Other related duties as assigned.

MINIMUM REQUIREMENTS:

Education:

- HS Diploma Required

Prior Experience:

- Work or volunteer experience in community/health education
- Demonstrated writing and analytic ability
- Some exposure to, and familiarity with, nonprofit organizations

Skills:

- Excellent oral, written, interpersonal, and presentation skills
- Ability to work confidentially and with discretion
- Modern office practices and procedures including email; Intermediate to advanced computer skills including Microsoft Office
- Ability to plan independently, organize work, multi-task and meet deadlines
- Attention to detail and excellent follow-through on work tasks
- Flexibility to adapt to changes in environment
- Interpersonal skills using discernment, patience and courtesy
- Ability to collect data and compile reports

Physical Requirements:

- Role involves standing, walking, pushing, pulling, lifting, sitting, twisting, driving, and the ability to lift and carry 20 pounds
- Valid Driver’s License and proof of auto insurance

How to Apply:

- Submit a cover letter and resume to Leticia Sandoval at lsandoval@cvhnclinics.org