



### Our Mission

Our mission is to leverage the power of food to end hunger and build healthier communities.

### Our Vision

We believe that the fight against hunger and the fight against poverty are one and the same. We envision a future in which food is recognized as a human right and every person is able to feed themselves and their families in dignity. Together, we work to create a more nourished, prosperous region.

### Our Values

Our core values define who we are and how we work with our communities. Foodlink and our team members have:

- Compassion - treat all with dignity & respect; build kinship with those we serve
- Innovation - say yes; avoid complacency risk failure in the pursuit of ending hunger
- Collaboration - build a shared vision, create synergies, maximize resources
- Agility - respond urgently to the ever-changing needs of our community
- Stewardship - maximize the impact of every dollar, donation and asset

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## Job Title: Director of Community Health Programs

**Reports to:** Chief Programs Officer

**Status:** Exempt, Full-time

**Supervises:** Nutrition Education Manager, Edible Education Specialist, Curbside Market Manager and Curbside staff

### SUMMARY

Foodlink created the new Director of Community Health Programs [DCHP] position to provide leadership, strategic redirection, and administrative oversight to Foodlink's Curbside Market, Nutrition Education, and Edible Education programming. The DCHP will oversee program design, staffing, budgeting, grants management and capacity building to ensure that the goals of each program are met. S/he will also contribute to the planning and implementation of all new community health initiatives, and serve as a member of the Foodlink leadership team.

### KEY RESPONSIBILITIES

#### Across all Programs:

- Build synergy amongst Community Health Programs to maximize impact and reach
- Coordinate Community Health Programs efforts as they intersect with other departments, including: Operations, Development, Finance, and Human Resources.

#### Curbside Market:

- Ensure Curbside Market continues to meet the needs of community through sustainable growth outlined in our 3-year growth plan.
- Manage Curbside grants and ensure proper planning, implementation, and reporting
- Develop Curbside into the nation's first mobile WIC vendor; expand product offerings and grow customer base to ensure success
- Create and implement recruitment and retention strategies for Curbside Operators
- Oversee Curbside's vendor management, including all new vehicle planning

### Nutrition Education:

- Oversee new Eat Smart New York (ESNY) application and implementation
- Create 3-year Just Say Yes to Fruits and Vegetables plan, including targeted goal for partners reached, Rochester Public Market workshops, and Healthy Pantry Initiative
- Develop business plans for Cooking Matters and customized nutrition education
- Focused opportunity to make nutrition education reimbursable through health insurance

### Edible Education:

- Create multi-year Edible Education proposal with Education Success Network
- Develop turnkey fee-for-service Edible Education proposals for schools
- Oversee the expansion of the Lexington Ave Urban Farm and the growth of it as a social enterprise

### New Opportunities:

- Assist Chief Program Officer in developing and implementing new community health programming
- Assist with a feasibility study for a non-profit grocery store
- Develop Value Proposition for existing Community Health Programs in order to connect to healthcare reimbursement

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## QUALITIES

- **Business discipline.** Project management & planning capabilities to take start-up ideas to scale. Understanding of how to build sustainable and profitable social enterprise programs, including value-added processing programs.
- **People development.** Ability to identify high potential employees and develop them. Can drive consistency in training. Can communicate strategy and show how each employee fits into the big picture
- **Growth of programs.** Ability to articulate Foodlink's value proposition across all programs and connect the dots between our programs, products, and services for partners/agencies/funders. Ability to work with new and different partners/funders who may have different motivations. Gain and grow public support and funders through confident outreach and relationship management. Understand opportunities and proactively seek collaboration in the health care sector
- **Mission-driven.** Reflects on the mission often, using it as the north-star for decision making. Proactively seeks information as it pertains to hunger relief and/or how Foodlink operates.
- **Strategic thinking.** Ability to get out of the day-to-day to see the bigger picture – and can help others do the same. Ability to collaborate and connect the dots across departments. Can prioritize high-value work.
- **Customer service.** Has a people-first mentality when serving a wide variety of customers, from health care partnerships to direct service customers to vendors.
- **Ability to Lead & Influence.** Ability to represent Foodlink publicly. Can inspire smart risks and gain buy-in from others to do things differently. Ability to articulate Foodlink's value proposition across all programs and connect the dots between our programs, products, and services for partners/agencies/funders.
- **Health-care sector expertise.** Understanding of how food fits into the whole continuum of health care. Can work with and coordinate with medical practice staff and has or can build a technical understanding of reimbursements, policies, etc.

### Preferred candidates will also have:

- Master's in Public Health, Public Administration, or Business Administration is preferred; or a Bachelor's degree plus 5-10 years progressive job experience in program management
- A minimum of two year's experience in direct supervision and management of professional staff
- Grant management experience
- Excellent communication skills, including public speaking
- Computer proficiency including MS Office products
- Must possess a valid driver's license with a good driving record, have access to a vehicle and be willing to travel within Foodlink's 10 county service area