**Marketing Coordinator – Food Systems**
**AmeriCorps VISTA**

Effective Dates: 10/24/2022-10/23/2023  
Sponsoring Organization: Arizona Food Bank Network  
Site Location: Hybrid - Local First Arizona Office  
Primary Focus Area: Food Security – Healthy Futures

**Position Description**

The goal of the Marketing Coordinator Food Systems VISTA at Local First Arizona Foundation (LFA) will be to enhance the development and execution of local food awareness and marketing campaigns for LFA’s Good Food Finder website, and create and manage an online directory and educational resource hub focused on shortening the food chain between Arizona’s farmers and consumers.

In building capacity in this area, the VISTA will assist in highlighting Arizona’s local food system and encouraging it’s diverse and underserved residents to support Phoenix-based food sources, including local eats, farmers, farmers markets, and food enterprises throughout the city. The sourcing of food from a local food chain will reduce food insecurity among those underserved communities and contribute to breaking the cycle of poverty.

**Responsibilities**

- Identify 7 to 10 local food sources, farms, and food producers in each of the five recognized Phoenix neighborhoods.

- Identify 3 to 5 partnering organizations, press, and other outlets to promote Good Food Finder and local food messaging to reach greater audiences.

- Develop no less than 5 pieces of content and educational material (during term of engagement) that helps educate consumers about how to find and identify local eats, food entrepreneurs, and food sources, including farms and farmers markets using Good Food Finder.

- Identify healthy food opportunities and develop no less than 5 pieces of educational content (during term of engagement) on how consumers can use EBT and Double Up Food Bucks to support the purchase of local foods.

- During the term of engagement, create no less than 5 pieces of content that helps address (and dispel, where appropriate) assumptions about prohibitive costs when purchasing local food.

- Facilitate the collection and distribution of campaign brand and graphic assets, photography, and video.

- Create documents to be used in social media campaigns, webpages, blogs, and other content to be published on the Good Food Finder.

- Develop and enhance weekly social media content for Good Food Finder's social
channels that highlights some of the messaging from the Local Food Initiative.

**Key Skills, Knowledge, Abilities, & Qualifications**
- Possesses strong writing and grammatical skills
- Awareness of content strategies and marketing best practices to convey specific messages to target audiences
- Understands and has experience with digital marketing tools and platforms including social media accounts, websites, software, and other tools
- Experience with photography and capturing videos to be used on social media and other marketing channels as needed
- Comfortable using Google Suite collaboration tools

**Benefits for VISTA Members**
- Living stipend to cover the basic costs of living (find out more at nationalservice.gov)
- Choice of Education Award or End of Service Stipend upon successful completion of service
- Health coverage at no-cost
- Relocation allowance
- Student loan forbearance and deferment
- 10 personal and 10 sick days
- Childcare assistance if eligible
- One year of non-competitive eligibility for federal government positions upon completion of service
- Professional development training

**AmeriCorps Eligibility Requirements**
- Must be 18 years of age
- US citizen, national, or legal resident
- Successfully complete a criminal background check
- Valid driver’s license

**How to Apply**
- Please send resumes to: erica@azfoodbanks.org
- Apply through the MyAmeriCorps Portal: https://my.americorps.gov/mp/listing/viewListing.do?fromSearch=true&id=114213