



Community Engagement Coordinator

The ideal candidate is creative, flexible, and able to work in a fast-paced and rapidly changing environment. They are self-motivated and able to confidently manage a wide range of day-to-day tasks while keeping an eye on long-term strategies for community engagement.

Key Responsibilities:

Market Event Coordination

- Plan and execute (in coordination with BREDA staff) engaging programs at farmers markets that highlight local food and farmers and increase market awareness
- Schedule/coordinate music, cooking demos, and community partners at markets
- Create an annual calendar of market events, including new and existing programs
- Coordinate special events such as Strawberry Jam, Fresh Fest, Farm to Fourth, Market Anniversary, and seasonal market openings
- Plan and execute engaging nutrition education programs for key audiences including kids, families, and seniors highlighting local agriculture and the benefits of local foods
- Develop and manage programs for vendors that encourage their success, such as educational opportunities and training in coordination with BREDA staff

Community Outreach

- Uphold important long-standing community relationships while cultivating new strategic partnerships
- Create outreach materials (in coordination with BREDA staff)
- Represent BREDA at community health fairs, conferences, and outreach events
- Work with local restaurants and chefs to promote local food and farmers and raise awareness of BREDA in the community
- Identify opportunities to meet the needs of underserved populations

Nutrition Education

- Create engaging nutrition education programming for BREDA's Farm to School programming in elementary schools
- Assist with in-school cooking classes and edible school gardening
- Create educational and engaging content for newsletters and community events

Volunteer Coordination & Data Collection

- Recruit and schedule volunteers as needed for Farm to School field days, data collection, Farm Fete, and other special activities
- Create training materials and host orientations for volunteers
- Coordinate Community Ambassadors to increase awareness of Red Stick Farmers Market and other BREDA programming
- Work with the Development Director to collect and analyze data for BREDA incentive programs including SNAP Match, Red Stick Sprouts, and Farm to School programs
- Assist with donor database management, stewardship, and acknowledgments

General Market Duties

- Work 2 Saturdays per month at Red Stick Farmers Market Information Booth, assisting with setup and tear down of market booth, POS transactions, and merch sales
- Assist at midweek markets, if needed and other duties as assigned



Desired Skills & Qualifications

- Honest, punctual, dependable, friendly and able to work unsupervised
- Self-starter who works proactively to make things happen in a challenging environment
- Exceptional interpersonal skills, including written and oral communication, and the ability to represent BREADA positively
- Easily adapt to a constantly changing work environment while maintaining a positive attitude and calm demeanor
- Enjoys working with the public, demonstrating both enthusiasm and respect
- Proficient in Microsoft Office/Google Docs, especially Excel
- Experience in Canva and Basecamp a plus
- Experience with event planning, community building, and volunteer management
- Ability to stay organized while juggling ongoing and overlapping tasks, priorities, and deadlines
- Personally and professionally interested in and excited about community health, nutrition, local food systems, and Louisiana agriculture

Extra Details

This is a full-time, salaried position with health insurance provided. Work is performed in the BREADA office downtown, at Main Street Market, at farmers market sites, and in local schools. Work may include standing for long periods of time in a variety of weather conditions. Work hours will vary, with some early morning and late night work required. When a Saturday is worked, employees receive a day off the following week. Employees must be able to lift 30-40 pounds. As a small staff with a robust portfolio of outreach programs, everyone jumps in as necessary to assist with current projects that may be outside their job description. All staff are expected to assist with BREADA's annual fundraising event Farm Fete.

About BREADA

BREADA (Big River Economic & Agricultural Development Alliance) is a nonprofit organization with a mission to build a healthy & strong local food system; to increase sustainability of independent local farmers, fishers and food producers; and to foster stewardship of land and community through public markets. BREADA operates four locations of the Red Stick Farmers Market and a six-day-a-week public marketplace, Main Street Market. BREADA's outreach programs focus on supporting Louisiana's small scale farmers and promoting fresh, locally-grown food.

Interested? Tell us why you are a good fit! Applicants should send a brief letter and resume by email to Darlene Adams Rowland at careers@breada.org