



SLO **FOOD BANK**

County Partnership for Hunger Relief

Position Title: CalFresh Outreach Manager
Reports to: Community Programs Director
Job Classification: Full-time, Exempt

Summary:

The CalFresh Outreach Manager (COM) reports to the Community Programs Director (CPD) and leads the SLO Food Bank's fact finding, strategic analysis, and program development related to improving CalFresh enrollment success in San Luis Obispo County. The COM collaborates with the SLO Food Bank's established network of 80+ nonprofit agency partners, school districts, government organizations, and other community-based organizations to: analyze program enrollment data; identify methods to improve enrollment outcomes; and modify/create effective communications campaigns which promote increased client participation in CalFresh and other federal, state and local food assistance programs for eligible SLO County residents. The COM will collect data and provide feedback to SLO County government agencies and will facilitate collaborative, cross sector opportunities with the goal of reducing application barriers and increasing the utilization rate of CalFresh benefits in SLO County. This position is grant funded for approximately 20 months, and is anticipated to end in June of 2023.

Principle Duties & Responsibilities

The principle duties and responsibilities of this position include:

- Establish and maintain healthy, proactive relationships with all staff to facilitate an inclusive culture, effective communication and solution-focused collaboration.
- Research, analyze, recommend, plan, coordinate and direct all activities associated with the promotion of CalFresh and other federal, state and local food assistance programs beneficial to SLO Food Bank clients.
- Function as the primary resource at the SLO Food Bank for information and messaging around CalFresh and federal, state and local food assistance programs.
- Work closely with SLO Food Bank staff, agency partners and community partners to develop an annual communications plan and identify creative opportunities to communicate with and solicit feedback from clients and expand channels of information exchange between the SLO Food Bank network and the SLO Public Health Department.
- Coordinate the SLO County CalFresh Alliance community meetings, serve on relevant workgroups, and participate in a SLO County Public Health taskforce focused on pandemic recovery.



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- Provide information and training for SLO Food Bank staff and SLO Food Bank agency partners to learn about CalFresh and how to provide enrollment assistance to clients.
- Create and manage varied methods for communication including flyers, posters, signs, website pages, newsletters, texting campaigns, social media toolkits, direct mail campaigns, videos, etc.
- Provide excellent customer service and manage communications with community partners in a timely and professional manner.
- Collect, track and analyze data; participate in evaluating the effectiveness of project materials and methods. Maintain current records and provide regular reports on project and grant activities, including monthly status and forecast reports and other reports as requested.
- Work internally, with partner organizations, and with SLO Public Health Department to leverage existing relationships to mobilize institutional responses to inequity.
- Serve as a spokesperson for the Food Bank, in conjunction with the CEO and other senior management.
- Evaluate recipient satisfaction, program impact and survey clients in coordination with agency partners.
- Ensure timelines are met for achievement of project goals and grant requirements.
- Serve as a member of the Food Bank Programs Team to create an inclusive, welcoming, collaborative, positive work environment focused on our common mission to serve the hungry and strive to end hunger in SLO County.

Qualifications:

An applicant will have the following qualifications:

- Passion for SLO Food Bank Mission.
- Strong desire to compassionately serve struggling members of our community.
- Demonstrated proficiency at teamwork and collaboration.
- Ability to effectively lead and motivate staff.
- Sound project management experience.
- Survey development and data analysis skills.
- Excellent presentation skills and ability to present complex information to staff, executive management, and the Board of Directors.
- Outstanding skills in public speaking, written and oral communications and interpersonal relations.
- Bilingual Spanish-speaking skills are highly desired.



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- A good listener who actively seeks opinions of others to make informed decisions; consultative; able to inspire confidence and trust.
- Ability to work effectively with others to resolve conflicts and build consensus.
- Ability to interact effectively with individuals of diverse backgrounds, experiences, and personalities.
- Excellent decision making and organizational skills.
- Ability to work effectively with others to resolve conflicts and build consensus.
- Exceptional internal and external customer service skills.
- Proficient computer skills and experience with general office programs including the Microsoft 365 Suite.
- Proven ability to make decisions, allocate resources, and prioritize project objectives.
- Ability to work in a busy office with constant interruptions, including ability to pay continual attention to detail and accuracy when composing and proofing written materials.
- Ability to handle confidential information with a high level of discretion.
- Strong emotional intelligence to be able to handle pressure and to respond to needs of others under pressure.
- High level of interpersonal skills and knowledge of how to work effectively and professionally with both co-workers and external supporters and clients.

Distinguishing Characteristics

- **Teamwork:** Contributes harmoniously as member of the Food Bank team.
- **Compassion:** Genuinely cares about provide caring services to people in need. Is kind to all.
- **Embraces Diversity:** Gives respect to all people at all times without exception.
- **Hard Working:** Is a self-starter, completes tasks, and is dependable.

Requirements:

- 18 years of age or older.
- Bachelor's degree or at least five years of relevant experience.
- Must possess a valid California Driver's License.
- Must have a reliable vehicle, clean driving record, and proof of insurance.
- Must be willing to travel throughout San Luis Obispo County.

Salary Range:

\$58,240, plus benefits.



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Work Conditions and Physical Demands

Work conditions and physical demands may include:

- The ability to stand for extended periods of time; the ability to see details at close range (within a few feet of the observer); to lift, carry, and load up to 25 pounds.
- Must be able to bend, stoop, climb, and crouch repeatedly throughout the day.
- Long term standing, walking and kneeling required.
- Extended periods of time operating a computer.
- Variable work environment: work is conducted both indoors and outdoors with varying environmental conditions. Indoor facilities kept at cold temperature, so warm clothing is required. Noise level varies from quiet office environment to very noisy warehouse. Exhaust and dust may be present in the warehouse receiving area.

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Equal Opportunity Employer

The Food Bank Coalition of San Luis Obispo County is an at-will, equal opportunity employer and does not unlawfully discriminate on the basis of race, creed, national origin, genetic information, disability, sex, marital status, age, or any other protected status covered by federal or state law. This job description does not constitute an employment agreement and is subject to change.