



PACIFIC COAST FARMERS' MARKET ASSOCIATION

5060 Commercial Circle, Ste. A
Concord, CA 94520

Position: Community Engagement Specialist

Status: Non-exempt, Full or Part Time

Supervisor: Community Engagement Manager

Intended Start Date: February 2026

Mission: Our mission is to support California farmers and communities by providing farmers markets for our diverse Bay Area neighborhoods.

Job Summary

Community Engagement Specialists with the Pacific Coast Farmers' Market Association, working under the direction of the Community Engagement Manager, drive the implementation of community-based programs that promote nutrition education and enhance the overall impact of PCFMA's farmers' markets, furthering the benefit to the communities they serve. Community Engagement Specialists regularly travel throughout the Bay Area—the ability to navigate a dynamic work schedule is a key part of the role. A combination of experience with program facilitation, nutrition education and/or prior experience with public engagement serves employees in this role.

Key Responsibilities

- Develop, implement, and staff interactive educational events at PCFMA's farmers markets, with a particular emphasis on implementation and continued development of educational programs
- Support the rollout and implementation of community nutrition programs serving as a lead or an assistant nutrition educator at cooking demonstrations throughout communities across the Bay Area
- Develop and maintain relationships with public and private social service agencies, nonprofits, and schools that serve residents in the communities in which PCFMA operates farmers markets
- Coordinate with staff leaders from PCFMA's Operations Team, Finance and Administration Team, and Marketing & Promotions Team to successfully implement workplans for grant-funded projects
- Track success of community engagement efforts in Salesforce by recording event impact, grant-funded project outcomes, etc.
- Assist in community outreach by representing the organization at community events, identifying community groups and distributing promotional materials
- Perform other duties as assigned

Requirements

- Strong interpersonal and communication skills
- Previous experience or interest in Certified Farmers' Markets, California agriculture, and/or nutrition or food systems education
- Previous experience working with children or the elderly (preferred)
- Strong educator/program facilitator skills (preferred)
- Experience with Microsoft Office Suite and Salesforce (preferred)
- Thrives in a team-environment and with a dynamic/frequently changing work schedule
- Detail-oriented
- Willingness to show initiative and creativity

Physical Requirements

- This position requires the employee to work in an office environment and outside in all weather conditions
- This position requires the employee to interact with farmers and other vendors, persons of various socio-economic backgrounds, and the general public
- This position requires the employee to be able to lift up to 50 pounds of equipment in and out a vehicle, to lift equipment off the ground up to 50 pounds, and to be able to lift items over his/her head up to 20 pounds
- This position requires the employee to be a licensed driver with a safe driving record
- This position requires weekend work and may require early morning work or late evening work
- This position requires reliable transportation other than public transportation

Compensation

- This is a year-round, non-exempt position.
- This may be a full-time or part-time position depending upon employee availability and PCFMA's needs
- Full-time employees with PCFMA are eligible for enrollment in an employer-paid health insurance plan and a 401(k)-retirement plan with employer-matching contributions, subject to waiting periods and vesting.
- Wage Range: \$22-26 per hour, depending on experience

Note

This position is partially funded by grants to PCFMA from the California Department of Food and Agriculture for the period of November 1, 2024, to June 30, 2028. Employment after June 30, 2028 may be dependent upon the receipt of additional grant funding.