

Food Hero Student Coordinator

Position Description & Applicant Instructions



Oregon State University
Extension Service



Updated: January 8, 2020

Position Summary:

The position exists to support the statewide Food Hero Social Marketing Campaign faculty and staff in Food Hero program management, design and development of programming and partnerships. Food Hero is funded through USDA SNAP-Ed funding as a grant awarded to OSU by the Oregon Department of Human Services.

Position Duties:

The job entails the following in a general order of importance: drafting, editing, and reviewing content for social media sites (30%), website maintenance (25%), management of Food Hero subscribers (10%), data entry (10%), nutrition facts label development (5%), SNAP-ED opportunities outside of office (5%), and general office duties such as mailing and printing (5%). Additional nutrition centered duties (10%) will come up and be divided between the student team such as leading volunteer projects, drafting, editing and reviewing community materials and coordinating recipe testing. Travel off campus is not required but opportunities may come up where it is an option. Travel off campus is not required but opportunities may come up where it is an option.

Decision Making Guidelines:

This position is partially funded by SNAP-Ed and thus is contingent upon following the USDA SNAP-Ed annual guidance. Students will need to adhere to that guidance plus any additional guidelines that come through Oregon DHS and OSU. Training is provided on those guidelines by the Food Hero faculty and staff. Students have quite a bit of autonomy in this position but are expected to ask the Food Hero faculty and staff when questions arise. The students are part of a team and most everything done with Food Hero goes through the full team for comments/review. Students do have authority to bring on volunteers and schedule them.

Minimum Qualifications

- Be a student or possess a degree in Nutrition/Dietetics or a similar field, or have work experience over 3 years in a cooking/nutrition field.
- Be available during the school year and possibly summer.
- Comprehensive experience engaging in multiple social media platforms often and related programs such as analytics and social media aggregators.
- Have strong cooking experience (home or work) and passion.
- Be self-directed and able to learn some needed skills on their own.
- Have a high level of organizational skills/time management and great attention to detail.
- Be able to work well with computers: Word, Excel, PowerPoint
- Be flexible. Work environment and hours can vary by project.
- Be creative! We like having new ideas.
- Have a strong commitment to diversity.

Preferred Qualifications:

- Speak/read Spanish, Mandarin, Vietnamese or Russian.
- Basic understanding of website development (HTML, Drupal).
- Experience with data entry (Excel, Qualtrics).
- Experience working with limited income and diverse populations.
- Be able to recruit, organize and coordinate volunteers.

Want to learn more about us? Visit www.foodhero.org.

Special Instructions to Applicants:

1. Resume.
2. Cover letter explaining why you want the position and why you are qualified.
3. A sample Food Hero Monthly section on the topic of “winter squash” and a corresponding sample Facebook, Twitter and Pinterest post. The writing sample should be 65 words or less and include a title, engaging text and then a photo from Shutterstock.com (for the photo simple provide the “Image ID” of the Shutterstock photo). Examples can be found at this link: <https://foodhero.org/monthly>. Our audience typically includes limited income moms with kids living in the home. They may also have low literacy skills and prefer information that is actionable and magazine-like in format.
4. All applicants should submit items as directed in the associated Oregon State University online job posting.

This material was funded by USDA’s Supplemental Nutrition Assistance Program (SNAP). SNAP provides nutrition assistance to people with low income. SNAP can help you buy nutritious foods for a better diet. To find out more, contact Oregon Safe Net at 211. USDA is an equal opportunity provider and employer. 2020 Oregon State University Extension Service prohibits discrimination in all its programs, services, activities, and materials on the basis of race, color, national origin, religion, sex, gender identity (including gender expression), sexual orientation, disability, age, marital status, familial/parental status, income derived from a public assistance program, political beliefs, genetic information, veteran’s status, reprisal or retaliation for prior civil rights activity. (Not all prohibited bases apply to all programs.) Oregon State University, Oregon State University Extension Service is an Equal Opportunity Provider and Employer.