



FARMERS MARKET COALITION

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Contract: Market Evaluation and Data Analysis Support

Farmers Market Coalition is seeking Evaluation Support via a contract for 2023 with the potential of this contract extending into future years. This contractor will provide direct support to FMC project staff and project partners on market and program evaluation needs through training staff on the facilitation of appropriate and tested grassroots evaluation techniques, the creation and management of data analysis spreadsheets and data visualization graphics in support of all FMC projects.

The Evaluation Support contractor will also work with software developers that are in partnership with FMC to assist them in adding more FMC designed metrics functionality in the evaluation tools they offer market operators and farmers.

- Offer data visualization support for FMC projects using appropriate software (examples might include Tableau, Power BI, Adobe Suite, to be selected by the contractor.)
- Assist in preparing reports by gathering, analyzing, and summarizing relevant information using tools and data analysis software (i.e. Tableau or Power BI or other appropriate tools and data software chosen by the contractor to fulfill data analysis needs).
- Support and train FMC Project staff as needed to support project partners on evaluation topics such as using data entry software, using reports, and finding a data collection team.
- Support and train FMC staff to support project partners on market and program data visualization and sector analysis.
- Create and/or collect resources for farmers market operators on the challenges in data collection at the request of FMC staff.
- Support FMC staff with the facilitation of Communities of Practice that include market evaluation.
- Work with selected software developers and database managers in the market field to find ways to build more compatibility for their market users

Qualifications:

- 1-2 years experience working on data collection and analysis for grassroots food system organizations, especially with farmers markets.
- Technical experience in Wordpress page design, Adobe Suite (basic), CRM/Database management, Google Groups, Excel, Tableau, GitHub or other data platforms. (Examples of proficiency in data analysis software and visualization will be requested at time of interview.)
- Comfort in working with web platform developers
- Strong writing, editing, and proofreading skills
- Eager to communicate effectively and respectfully to varying audiences and cultures
- Organized, strong attention to detail and deadlines; able to work quickly with a commitment to accuracy
- Flexible and proactive, able to juggle multiple moving pieces of work and to work with a wide variety of project deliverables
- Comfortable working independently as well as collaboratively within a team

- Passionate about local food, farmers markets, food access, equity/justice, and/or community food systems

Compensation:

\$35-40/hour 1000-1200 funded hours available in 2023

Over and above our commitment to nondiscrimination, FMC actively encourages applicants with experience living and working in communities of color, including fluency in Black, Indigenous, and/or Latinx cultural reference points. Farmers Market Coalition is committed to creating an equitable and inclusive work environment where each employee's contributions are recognized, valued, and celebrated.