



Position Title: Child Nutrition Outreach Coordinator
Reports To: Assistant Director of Programs
Exempt/Nonexempt: Exempt

Organization Description:

Project Bread is the leading anti-hunger organization in Massachusetts committed to providing people of all ages, cultures, and walks of life with sustainable, reliable access to nutritious food. From community-based meal programs, to early childhood and school nutrition initiatives, to improved access to farm-to-table resources, Project Bread approaches hunger as a complex problem with multiple solutions. Project Bread takes a fresh approach to ending hunger and believes that the opposite of hungry isn't simply full — it's *healthy*. With funds raised through The Walk for Hunger, the oldest continual pledge walk in the country, and other sources, Project Bread pioneers innovative initiatives and supports effective programs to eradicate hunger in our state.

About the Child Nutrition Outreach Program:

The Child Nutrition Outreach Program (CNOP) works to increase participation in two underutilized federal child nutrition programs, the National School Breakfast Program and the Summer Food Service Program. Funded by the Massachusetts Department of Elementary and Secondary Education (ESE) and administered by Project Bread, CNOP has been supporting school nutrition directors, superintendents, and other school personnel since 1994. For more information, visit www.meals4kids.org.

Primary Responsibilities:

1. Expand participation of Massachusetts children in the **School Breakfast Program** while examining ways to improve meal quality using the following strategies:
 - a) Work with stakeholders across Massachusetts to implement evidence-based strategies to increase participation in the school breakfast program.
 - b) Foster and maintain strong working relationships with superintendents, principals, school nutrition directors, school committee members, parents, and teachers to increase school breakfast participation.
 - c) Work with principals and school nutrition directors to implement the USDA's nutritional guidelines and improve the quality of school meals.
 - d) Assist with developing school breakfast outreach materials for various stakeholder audiences.
 - e) Provide technical assistance and support regarding to school administrators and school food service directors to drive increased participation and program improvement for the School Breakfast Program.
 - f) Work as needed with local community networks to further School Breakfast outreach goals.
2. Increase participation of Massachusetts children in the **Summer Food Service Program (SFSP)** while examining ways to improve meal quality using the following strategies:

- a) Work with local individuals, school officials, other public entities and officials, local nonprofit organizations, businesses, parents, and others to assess the need for SFSP expansion in targeted communities.
- b) Implement strategies for recruiting new SFSP sponsors and maximize the number of sites they will sponsor.
- c) Provide technical assistance to first-time sponsors as well as veteran sponsors during startup and continued operation of the program.
- d) Work with veteran sponsors to expand their summer programs and provide support and resources to meet their operational needs.
- e) Work with sponsors/vendors to improve the nutritional quality of summer meals.
- f) Assist in the development and implementation of outreach strategies to increase participation at all SFSP sites. These may include press conferences, posters, flyers, public service announcements, mailings, and other outreach tools.
- g) Foster relationships with local community networks and partners to enhance the visibility of SFSP and maximize participation.

Organizational Responsibilities and/or Secondary Responsibilities:

1. Assist in the preparation of monthly and annual reporting.
2. Assist other members of the Child Nutrition Outreach team in other outreach initiatives as needed.
3. Give occasional presentations on the benefits of the School Breakfast and Summer Food Service Programs and strategies for increasing participation in these programs.
4. Participate in preparation for and work on Project Bread’s Walk for Hunger and other organizational activities as needed.
5. Other duties as assigned.

Qualifications/Experience/Attributes

- Bachelor’s or Master’s degree with a minimum of two years relevant experience OR High School diploma/GED and five years relevant experience
- Experience in non-profit or community-based work required, familiarity with school food services preferred
- Excellent interpersonal and communication skills
- Ability to multi-task and close attention to detail
- Strong strategic thinking and analytical skills
- Ability to work independently and as part of a team
- Reliable access to a car, local travel within Massachusetts is required