



Heirloom Farmers Markets (HFM) Market Ambassador

Position Information

- Grant-funded Position, funded through Sept 30, 2025 (funding is applied for on a fiscal year basis)
- Wage: \$20/Hour
- Hours: Flexible Part-time, 10-15 hours per week
- Must be available Sundays 6:30am to 2pm

If interested, please submit a cover letter, resume and 2-3 references to doran@heirloomfm.org. Position is open until filled.

About Us

Heirloom Farmers Markets is a 501(c)(3) Non-Profit operating five farmers markets in Southern Arizona. It is our mission to connect, educate, and empower our community to create a vibrant food system that supports local food producers and proprietors.

Since 1998, we've been dedicated to promoting local food, improving farm viability, and engaging in the food system. We're helping to build a food system that honors producers, values good local food and enhances the quality of life for Tucson and beyond. Heirloom has grown from its first year with five participating farms to more than 40 farms, 200 vendors and over 2,500 people attending our Farmers Markets weekly.

Position Summary

[Heirloom Farmers Markets](#) is seeking an individual with community leadership experience, specifically working with the underserved and food insecure communities. The Market Ambassador will have an existing connection to the community either through a current or past position, or through community involvement experiences. The Market Ambassador Program was developed to help food assistance customers use their benefits at local farmers markets and to increase the redemption rates of these programs. The Market Ambassador will raise awareness about and build connections with individuals needing healthy food. The Market Ambassador will work with customers at the farmers market and out in the Tucson community every week to provide resources and accessibility to these programs.

Responsibilities

- Connecting with food assistance ([SNAP/EBT and FMNP](#)) customers, as well as customers from diverse backgrounds, to provide nutrition education, and shopping and market navigation assistance
- Creating resources, such as recipes, shopping lists and how-to guides, and creating engaging market activities that promote health, nutrition, and food accessibility
- Answering questions about the market and food assistance programs at the markets and outside of the markets
- Encouraging community members to meet them at the farmers markets for tours of the market, and providing information about where customers can use their benefits at the market
- Developing relationships with farmers and food producers to deepen personal knowledge of the market and to provide accurate information to market customers
- Creating a safe, inviting, and accessible space for all market customers to feel encouraged and welcome to return to the markets
- Helping with market set up and break down and market info assistance when needed
- Attending community outreach events to promote the markets and the programming available at the markets
- Marketing food assistance programs at government agencies and community organizations (such as DES, WIC offices, food banks, senior centers, etc)
- Creating and administering surveys to collect data about the Market Ambassador program and Market Demographics
- Evaluating the impact of the Market Ambassador program by tracking EBT sales, as well as quantitative/qualitative data collected from in-person surveys with customers and vendors

Qualifications

- Background in nutrition and public health
- Ability to connect and communicate with people of diverse socioeconomic backgrounds
- Ability to work from home, HeirloomFM office, and at the farmers markets
- Ability to take initiative and apply a systems leadership approach
- Ability to attend early morning farmers market shifts
- Independently motivated, but also able to work as part of a team
- Exceptional communication skills
- Has reliable transportation

Desired Qualifications

- Passion for local food systems and community health and well-being
- Marketing and social media experience
- Bilingual in order to communicate with customers from diverse backgrounds