



**JOB DESCRIPTION**  
**Posted: July 6, 2015**

Job Title: FoodShare Outreach Program Manager  
Reports to: Feeding Wisconsin Executive Director  
Status: Exempt; 100% FTE

**POSITION SUMMARY**

The FoodShare Outreach State Program Manager is responsible for managing a statewide network of outreach programs to increase access to the FoodShare program (Food Stamps/SNAP) for the purposes of alleviating poor nutrition and reducing hunger and food insecurity in Wisconsin. This position establishes program awareness through effective messaging to potential applicants and community service organizations, coordinating a statewide Helpline, establishing short and long-term goals, and driving program development and continuous improvement through data analysis and outcome reporting.

**POSITION RESPONSIBILITIES AND ESSENTIAL FUNCTIONS**

Program management:

- Provides strategic planning, program oversight, direction and evaluation for Feeding Wisconsin's FoodShare Outreach Program, including development of program goals, objectives, and working with the Executive Director on a state FoodShare strategic plan
- Provides management and support to direct report personnel (detailed further below)
- Holds primary responsibility for planning and implementation of FoodShare outreach material development for six member food banks, including print collaterals and other marketing materials
- Maintains all online FoodShare properties including [www.getaquestcard.org](http://www.getaquestcard.org), [www.swipeouthunger.org](http://www.swipeouthunger.org), social media, and online advertisements such as Facebook, Craigslist and other marketing platforms
- Develops and maintains yearly outreach plan to build awareness of FoodShare Wisconsin and the FoodShare Outreach Program
- Performs ongoing monitoring of federal and state policy to ensure that barriers and/or opportunities are communicated to FoodShare Outreach Specialists
- Establishes all reporting guidelines, analyzes data recorded through Microsoft Access/Excel and [www.access.wi.gov](http://www.access.wi.gov), and uses data to further program development and improvement
- Prepares, maintains, and submits all written records and reports in a format that is readily accessible for internal and external monitoring (for funders, government agencies and internal use)
- Oversees the FoodShare Helpline including volunteer training, orientation, scheduling and supervision, and serves as phone back-up to the Helpline on an as-needed basis
- Attends and/or presents at conferences, meetings, and seminars as necessary to further programmatic goals
- Maintains strict confidentiality regarding all aspects of applicants' personal information and agency matters
- Cultivates and maintains excellent relationships with site partners and key project and community members, including Department of Health Services staff and county income maintenance staff
- Develops, monitors, and manages program budget, while ensuring regulatory compliance as outlined in the State of Wisconsin's FoodShare Outreach Plan and contracts
- Works to grow the stability of the statewide program and the local outreach programs through developing funding requests, maintaining the state outreach contract, and other fund development opportunities
- Manages the AmeriCorps Planning Grant and the potential for an AmeriCorps-driven FoodShare Outreach Program
- Coordinates the quarterly e-newsletter to FoodShare service providers and plans, organizes, and co-facilitates quarterly training webinars for service providers

- Performs other duties as assigned by leadership in order to achieve FoodShare goals and objectives

Personnel management and supervision:

- Manages Helpline staff and volunteers: Ensures that the Helpline is adequately staffed and trained to provide high-quality customer support
- Supports broader statewide FoodShare Outreach team members by working with local programs to establish and monitor performance objectives and measuring progress toward goals; leading monthly conference calls and quarterly in-person team meetings; developing team members' skills and abilities, both individually and as a group, in order to increase effectiveness; and ensuring that employees have access to the resources needed to be successful
- Conducts performance reviews at the 6-month and annual milestones for Helpline staff
- Documents any needed disciplinary action with regard to performance, and provides counseling/coaching to ensure proper performance

## **QUALIFICATIONS**

Required:

- Bachelor's degree from accredited college/university
- Outstanding data collection, relationship building, reporting and program evaluation skills
- High quality of work with special emphasis on detail, accuracy and consistency
- Valid driver's license and good driving record; access to dependable transportation
- Ability to set own priorities and work independently
- Professional written and oral communication skills
- Intermediate to advanced Microsoft Office programs and computer skills (specifically Word, Access, Excel, Outlook, and PowerPoint)
- Ability to successfully pass background check
- Ability to travel throughout the state for meetings, conferences, and trainings
- Commitment to the vision of a hunger-free Wisconsin

Preferred:

- Master's degree in public administration, public policy or related field
- Knowledge of hunger-relief programs and experience with food assistance resources; extensive knowledge of FoodShare required within 3 months of employment
- Related project management and supervisory experience
- Bilingual (English/Spanish) communication skills
- Experience working with community based, nonprofit organizations

Physical Demands:

- Ability to work on a computer for several hours at a time
- Ability to stand; walk; sit; stoop, kneel, crouch or crawl; taste/smell; and lift and/or move up to 20 lbs.
- Ability to use hands; reach with hands and arms; talk; and hear
- Ability to travel throughout the state

Work Environment:

- The employee is occasionally required to work in outdoor conditions.
- The noise level in the work environment is usually moderate.

Please forward all cover letters and resumes to David Lee at [dlee@feedingwi.org](mailto:dlee@feedingwi.org).