



Job Description

Job: Farm to Hospital Project Catalyst (part-time)

Reports to: Beth Machnica, Farm to Hospital Project Manager, Healthy Communities Catalyst

SUMMARY

The Buffalo Niagara Medical Campus (BNMC) is seeking a part-time (.6 FTE; 24 hours per week) project catalyst to act as a change agent that provokes and speeds significant action to make Buffalo a healthier place for all. The primary responsibility is to manage a federally funded project working with BNMC's member institutions and partners of the local food system. The project catalyst will work to build relationships between local New York State agriculture and institutions to provide farms access to new markets (hospitals), with the intention that such a program can be replicated across the state. The initiative aims to establish enhanced food chain transparency from farmers to distributors to institutions; implement customized crop plans that merge New York State's top crops with institutional demand; increase awareness and knowledge among consumers of local food procurement efforts; and support the further development of a campus-wide food culture that promotes health.

The goal of this project is to implement evidence-based policies, place-based strategies, and promising practices to increase demand for and access to healthy, affordable foods on the Buffalo Niagara Medical Campus. The program also seeks to strengthen the purchase of local foods and create broader economic impact to the regional farm community.

The BNMC is working under this initiative with a network of local partners including Buffalo General Medical Center, Roswell Park Comprehensive Cancer Center, and local food vendors, farmers, and community organizations.

BNMC's Farm-to-Hospital Initiative

BNMC's Farm-to-Hospital Initiative began with a USDA Local Food Promotion Program to assess feasibility for sourcing local food on the Medical Campus. The process included identifying champions inside each organization, providing learning opportunities, gathering data, engaging suppliers, partnering with experts in the field, and creating a foundational plan for future implementation. This project will now shift to an implementation phase and seek to work with food service providers, hospital staff, and farmers dedicated to this initiative on Campus and partner closely with Health Care Without Harm to implement a regional model on the BNMC.

ESSENTIAL FUNCTIONS

- Objective 1: (35%) Provide project and programming support for two hospitals, Roswell Park Comprehensive Cancer Center and Buffalo General Medical Center, through implementation of local food procurement plans unique to each institution.
- Objective 2: (20%) Liaise between the two hospitals and distributors, in order to facilitate implementation of local produce plans in each institutions menu cycle.
- Objective 3: (20%) Implement new produce inventory and control systems for distributors and the two hospitals to promote food chain transparency and track the sources of local produce procured from those farms.
- Objective 4: (10%) Develop and implement pre-post assessments to measure awareness and knowledge amongst consumers at both hospitals.

- Objective 5: (10%) Facilitate yearly professional development, knowledge/skill building, and presentation opportunities for all program participants, including institutions, distributors, and the local farms involved.
- Objective 6: (5%) Along with BNMC team members and institution partners, support the design and implementation process of a marketing and communications strategy for the brand of the project to educate consumers (hospital patients, employees, visitors, students, community) about the benefits of local food.

CULTURE

BNMC is a team environment that fosters intelligent risk-taking to build a community of change makers and develop innovations that advance our city. Core values any member of the BNMC team must embrace include:

- Work with purpose
- See possibilities, not problems
- Be a catalyst for change
- Teach, learn from & respect each other
- Be positive and passionate
- Work on behalf of others
- Be inclusive, collaborative, and entrepreneurial

QUALIFICATIONS

- Minimum of a Bachelor's Degree with coursework in Public Health, Education, Community Development, Urban Planning or closely related areas preferred
- Master's degree preferred with coursework in Food Systems, Agriculture, Procurement Management, Public Health, Public Administration, Urban Planning or closely related areas
- Minimum of two to four years of relevant program management experience
- Knowledge of local food systems, CSAs, and New York State growing calendar
- Experience with professional development, event planning, and facilitation
- Experience working with menus integrating local and seasonal foods
- Demonstrated interest and experience in working with local residents, neighborhood groups, businesses and institutions
- Ability to develop and maintain strategic partnerships
- Experience presenting to groups and leading meetings
- Significant local travel around WNY will be required, and to regional and national conferences
- Willingness to work flexible hours which may include evenings and/or weekends, as appropriate
- Communicate effectively through oral, written and visual channels
- Plan and organize work responsibilities according to priorities developed with the project manager and director
- Technical skills to include MS Office, basic graphic design skills including Adobe software, Survey Monkey, and purchasing software to be used for implementation of the project
- Create monthly and quarterly reports, and basic grant administration in a timely fashion
- Other duties as assigned

ABOUT THE BNMC

The Buffalo Niagara Medical Campus, Inc. (BNMC) is the umbrella organization created in 2001 by the institutions located within the Medical Campus to address shared issues and opportunities. The BNMC is led by a dynamic team dedicated to driving positive change in our community through collaboration and urban revitalization. We support regional development beyond the Medical Campus boundaries as well as the opportunity to enhance diversity and inclusion.

Our organization fosters conversation and collaboration among our member institutions, their 16,000 employees, and

the community; coordinates activities related to sustainable planning, development and enhancement of our 124-acre space; and works to create a distinct, innovative environment that provides opportunities for entrepreneurship and active and healthy living.

BNMC, Inc. is an equal opportunity employer. Interested and qualified individuals from underrepresented populations and/or who live within a 1-mile radius of the Medical Campus are encouraged to apply. Information on the Buffalo Niagara Medical Campus can be found at www.bnmc.org.

HOW TO APPLY

Deadline to apply is Friday, November 2nd. Interested candidates should email a cover letter (1 page) and resume to employment@bnmc.org. Please note that applications will be reviewed as they are submitted. We thank all applicants; however, only candidates selected for an interview will be contacted. No phone calls please.