

POSITION DESCRIPTION

POSITION (TITLE):	Northern Fruit & Vegetables Program Lead	DIVISION:	Health Promotion
REPORTS TO:	Manager, Healthy Living	UNION AFFILIATION:	CUPE
REVIEWED: Direct Supervisor	Manager, Healthy Living	DATE: (R) if revised	May 4, 2017 November 27, 2019 (R)
APPROVED: MOH/CEO, Director	Director of Health Promotion	DATE:	May 4, 2017 November 27, 2019 (R)
AUDITED:	Human Resources	DATE:	May 4, 2017

POSITION SUMMARY:

Reporting to the Manager of Healthy Living, the Northern Fruit & Vegetables Program (NFVP) Lead will be responsible for the ongoing successful implementation of the NFVP. Working with multiple stakeholders the NFVP lead will engage partners and plan, promote, implement and evaluate the NFVP across Thunder Bay and District. The NFVP Lead will develop and maintain productive relationships with local, regional and provincial key stakeholders in order to meet provincial program objectives as well as local work plan deliverables.

DUTIES AND RESPONSIBILITIES:

Working with the Ministry of Health and Long Term Care (MOHLTC), the Ontario Fruit & Vegetable Growers Association, a Public Health Nutritionist and the Manager of Healthy Living the NFVP Lead will:

1. Demonstrate familiarity with the NFVP objectives, deliverables and funding as set out by the MOHLTC.
2. Maintain positive working relationships and provide support to all NFVP partners, such as OFVGA, MOHLTC, Public Health Units, School Boards, Schools, First Nations Tribal Councils, Education Authorities and First Nation community partners.
3. Build and strengthen partnerships with internal and external contacts to improve service delivery and support the NFVP expansion across Northwestern' Ontario.
4. Meet with School Board and Community Partners to communicate program benefits, requirements, expectations and progress updates.
5. Coordinate program logistics and deliverables to all participating elementary schools within Thunder Bay & district including First Nation community schools.

6. Collaborate with partners to develop tailored educational and promotional materials that meet the unique needs of schools and communities.
7. Liaise with the OFVGA regularly to support timely delivery of products and effective management of waste.
8. Offer applicable training for school personnel on the benefits of increased consumption of fruits and vegetables and food safety practices.
9. Collaborate with the MOHLTC, and other relevant partners to undertake the collection of data and evaluation indicators as set by the MOHLTC. Ensures systems are in place to effectively monitor and evaluate progress.
10. Prepare and submit requested NFVP work plans and activity reports to MOHTLC as per the deadlines set. Contribute to the development of an annual NFVP budget.
11. Coordinate media, partner education and public relations related to the NFVP. This includes creating presentation materials, media advisories, releases, and program resources for use across the province. Ensure materials meet standards for branding with the NFVP word art and Ontario logo, consistent with guidelines and approval by the Communications and Information Branch at the MOHLTC. Respond to information requests on behalf of the program, including conducting media interviews upon request.
12. Participate on relevant Health Unit project teams and/or community working groups when requested.

QUALIFICATIONS / REQUIREMENTS:

- Post-Secondary Education from a college or university in food and nutrition or education.
- Minimum 2 years' experience in a related field with demonstrated project management knowledge and experience coordinating large-scale projects that required excellent organization and logistical planning skills.
- Demonstrated knowledge and experience working with multiple stakeholders.
- Knowledge of school boards and First Nation communities across Thunder Bay and district.
- Experience working with Indigenous people.
- Strong interpersonal and conflict management skills with a respect for diversity and ability to connect with adults and children.
- Strong oral and written communication skills.
- Ability to conduct presentations and media interviews.
- Experience developing new and innovative programs or materials and possess knowledge around healthy eating and physical activity.
- Maintains documentation, keeps records and updates program plans as needed.

- Proficiency with MS Word, Excel, PowerPoint, email and the Internet.
- Courses in health promotion principles and program planning and evaluation are an asset.
- Experience in program planning, evaluation and data collection are an asset.
- Fluency in both official languages is an asset.
- Valid driver's licence and access to a vehicle as regional travel is an expectation of this position.
- Satisfactory criminal reference check.
- Proof of required immunizations.
- Willingness to work flexible/irregular hours and travel to First Nation communities to meet program needs.

OCCUPATIONAL HEALTH AND SAFETY:

- Follows all policies and procedures to ensure personal safety and safety of others.
- Reports any equipment or safety problems to supervisor.