

Social Marketing and SNAP Ed Nutritionist

Are you passionate about ensuring equitable access to healthy food and physical activity? There's a new full-time educator position with Cornell Cooperative Extension of Tompkins County that will support two exciting and complementary initiatives: social marketing and SNAP education for [Finger Lakes Eat Smart New York](#), a SNAP-Ed nutrition education and obesity prevention program funded by the USDA.

This position will assist with development, coordination and implementation of social marketing activities to improve healthy food and lifestyle choices among households with limited resources throughout the Finger Lakes Eat Smart New York region. These responsibilities comprise half of this position. In addition, this position will assist with planning and implementing education to improve healthy food and physical activity choices, using interactive curricula and resources. Educational activities will be inclusive of Tompkins County families and individuals of all ages with limited resources, with a focus on residents in the City of Ithaca. In addition to working as part of a team of 20+ nutrition educators in an 11-county region, this position is housed at Cornell Cooperative Extension of Tompkins County, which serves our community's diverse needs through responsive programs run by committed staff. With about 80 employees and over a thousand volunteers, Cornell Cooperative Extension of Tompkins County strengthens youth, adults, families and communities through learning partnerships that put knowledge to work. Our office offers a friendly work environment that welcomes all forms of diversity, and places a value on work-life balance. It is an employer and educator recognized for valuing AA/EEO, Protected Veterans, and Individuals with Disabilities and provides equal program and employment opportunities.

Qualifications: Master's degree in Nutrition, Public Health, or Health Education with experience in Marketing, or related field. Bachelor's degree with 4 years of transferrable relevant experience may substitute. Ability to plan, develop, coordinate and implement effective and relevant social media and marketing activities designed to be utilized in households with limited resources. Ability and willingness to work with diverse audiences, environments and settings while maintaining cultural competency. Ability to work independently, and also work effectively as a professional team member within the 11-county regional program. Ability to budget for and purchase nutrition education, social media and marketing supplies utilizing business expense accounts and pragmatic use of resources. Ability to review recipes to assure compliance to federal and state nutrition and cost guidelines. Knowledge and experience in developing and using social media and nutrition education to affect behavior change. Knowledge and experience in developing and implementing environmental change initiatives to affect behavior change. Ability to transport supplies and equipment and climb stairs with or without reasonable accommodation. Ability to meet travel requirements associated with this position. Ability to meet acceptable background check standards, if required. Ability to work flexible hours which may include evenings and/or weekends, as appropriate.

Starting rate for this position is \$18.00 per hour, with a higher level available based on experience.

Hours/Benefits: Position is full-time (40 hours/week) and includes full benefit package including health and dental insurance, retirement, life insurance and more.

Inquiries: Questions in advance of application should be directed to Lara Parrilla, Social Marketing Nutritionist, 607-272-2292 or email ljp9@cornell.edu.

Application: Visit www.ccetompkins.org/jobs for information on how to apply and for a link to the full position description. Only electronic applications are accepted. If you have limited Internet access, please contact us for assistance. We are committed to helping people overcome barriers that may stand in their way of employment at CCETC. Applications will be accepted until position is filled.

Individuals who bring a diverse perspective and are supportive of diversity are strongly encouraged to apply.

Cornell Cooperative Extension of Tompkins County
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All Cornell Cooperative Extension positions are contingent upon adequate performance and availability of funds.

Helping you put knowledge to work.

Cornell Cooperative Extension is an equal opportunity, affirmative action educator and employer.