**Job Title:** SNAP Electronic Incentives Manager  
**Reports To:** Director of Healthy Food Incentives  
**FLSA Status:** Exempt  
**Location:** Colorado-based, hybrid/remote work only  
**Position:** Full time  
**Salary:** $65,000 plus comprehensive benefits (increased compensation for Bilingual and other relevant skills)  
**Start Date:** October 2023

**About Nourish Colorado:** We are changemakers who strengthen connections with and between farms, ranches, and communities so that all Coloradans have equitable access to fresh, nutritious foods. We achieve our mission by engaging in policy advocacy for systemic change, managing innovative programs, and developing community partnerships and grassroots networks to rebalance the food system and create healthy food environments. We hold many values sacred in our work, a primary one being building an organization that at its core is focused on equity. We work to establish practices and policies that advance multiracial and multicultural shared power in the food systems space specifically. We aim to do this throughout our organization – from who and how we hire, to where we bank, with whom we advocate, how we write grants and how close we hold our partnerships. To learn more about our vision, values, and organizational commitments please visit us at [www.nourishcolorado.org](http://www.nourishcolorado.org).

**Summary:** The SNAP Electronic Incentives Manager will develop and support the administration of the Colorado SNAP Fruit and Vegetable Perks Pilot project. This Electronic Healthy Incentive Project will upgrade its SNAP system so incentive dollars can be loaded directly onto participants’ Electronic Benefit Transfer (EBT) cards. The eHIP pilots aim to test incentive models that reduce administrative costs, allowing more incentive dollars to reach SNAP participants. Colorado’s project will target a variety of small and independent stores, farmers markets, retail chains and locally grown foods. SNAP participants who purchase qualifying fruits and vegetables using their SNAP benefits will receive 100% of the dollars spent on the qualifying purchase back on their EBT card to be subsequently redeemed on the purchase of any SNAP eligible food, up to $60 per month, per household. Colorado’s project is expected to launch in April 2024.

eHIP builds upon and will run parallel to the state’s Double Up Food Bucks program, which is a USDA grant-funded program that allows SNAP participants to earn a penny-for-penny match incentive when they use SNAP benefits to buy qualifying fruits and vegetables from participating SNAP retailers, farmers markets, and other authorized vendors.

The SNAP Electronic Incentives Manager will oversee the eHIP pilot and ensure all implementation partners are equipped for success. Managing eHIP requires working closely with the EBT and Incentives Project Administrator from CDHS and the Director of Healthy Food Incentives, supporting participating retailers, ensuring the program meets all reporting and grant requirements, onboarding and training implementation partners, coordinating program logistics, and providing other technical support to partners as needed. As a key member of the Nourish team, the eHIP Manager will proactively develop engagement strategies for Healthy Incentives Pilot programming,
provide partner outreach and engagement, coordinate outreach logistics, and manage all aspects of the eHIP contract with CDHS.

Learn more about eHIP here:

USDA Invests $25 Million to Expand Healthy Incentives in SNAP | Food and Nutrition Service
Colorado to Test New Way to Encourage Healthy Eating in SNAP | Food and Nutrition Service
(usda.gov)

Duties/Responsibilities:

**eHIP Planning & Coordination**
- Attend regularly scheduled meetings with CDHS for the duration of the grant period
- Work with Director to ensure the program meets all reporting and grant requirements
- Develop and support the administration of the pilot, coordinate the development of the required programmatic systems builds and support all aspects of program operation from goal setting, project planning, to creating effective systems for analyzing, evaluating and reporting on all aspects of program operations.
- Other duties and responsibilities as assigned

**Training & Technical Assistance**
- Provide guidance and technical support to participating markets and stores, execute marketing activities, monitor progress and goals for retailers and markets, and share best practices among participating markets and stores
- Conducting employee training to inform and educate cashiers on eHIP incentives and how to issue/redeem them.
- Monitor partner retailer incentive operations, including accuracy of eligible incentive product lists, to ensure that incentives continue to be earned and redeemed as expected.
- Gain knowledge of retailers POS and develop a relationship with FIS to troubleshoot problems and offer technical support.
- Conduct regular site visits at retailers/markets across the state

**Communications**
- Assist in the development of communications aimed at SNAP participants to reduce the confusion between eHIP and the Double Up Food Bucks program.
- Develop, update, and disseminate communication materials about eHIP for both SNAP shoppers and for market/retail partners
- Support and inform Nourish’s Healthy Food Incentives communications plan, including content for website, newsletters, and other external communications

**Evaluation & Program Improvement**
- Design and implement qualitative evaluation to address the impact and challenges of the pilot
- Coordinate the recruitment of SNAP participants and farmers, farmers markets managers, and retailers to participate in meetings to better understand their experiences with eHIP
Qualifications:

- Relevant educational and/or professional and life experience
- Experience working with integrated systems, experience with Point-of-Sale Systems
- Strong foundation of knowledge and experience with various technologies used in the food industry and with food benefits; High level of technological adeptness overall
- Proven organizational and project management skills.
- Professional experience working for a food producer or food-related non-profit
- Knowledge of USDA nutrition programs, specially SNAP and SNAP incentives
- Experience working with multiple vendors, including farmers markets, small stores, and larger stores
- Strong attention to detail and organizational skills; ability to multitask and prioritize work efficiently
- Ability to communicate complex issues effectively and customize messages for different audiences
- Excellent communication and interpersonal skills; ability to work collaboratively.
- Strong technology skills
- Proficiency with the Microsoft Office Suite of programs
- Proactive approach to problem identification and resolution.
- Understanding of and commitment to advancing equitable and nourishing food systems in Colorado
- Strong commitment to our organizational values and particularly to our work to ensure that our decisions, actions, and allocations contribute to an equitable, multicultural, and multiracial society with distributed and shared power.
- Bi-lingual English/Spanish is a plus.

Submission

Nourish Colorado is dedicated to equal employment opportunities and prohibits unlawful discrimination against applicants or employees based on race, color, national origin, ancestry, creed, religion, sex, age, disability, genetic information, veteran status, sexual orientation, marital status, gender identity or expression or any other characteristic protected by state or local law.

Please submit your resume/CV and a cover letter to devin@nourishcolorado.org by September 25th. Questions can be submitted to devin@nourishcolorado.org via email only, no phone calls please.