



Southwest Farm Fresh Cooperative

30 N Beech St, Unit B, Cortez, CO 81321

buylocal@swffcoop.com

www.SouthwestFarmFresh.com

POSITION TITLE: Marketing Coordinator

- Up to 30 hours/wk, seasonal
- \$14.35/hr
- Start date: ASAP (through November 2020, majority of work in Spring and Summer 2020)

COMPANY DESCRIPTION:

We are a dozen small family farms from three counties in southwestern Colorado that came together in 2014 to form the Southwest Farm Fresh Cooperative, a farmer-owned and -controlled business. Our markets have been primarily wholesale, but we also sell direct to consumers through CSA and online market programs. Our mission is “to aggregate, store, market and distribute locally produced agricultural products from farms and food businesses of southwestern Colorado. The cooperative’s successes will be measured by our ability to be economically viable, socially responsible and good stewards of the land and community.”

JOB DESCRIPTION:

This position leads the co-op’s marketing efforts, and is primarily focused on expanding sales of fresh local food products directly to households.

RESPONSIBILITIES:

- Work with General Manager to develop outreach plan for the online market, to be launched in April. This will include print ads, online ads, social media posts, email newsletters, posters, and other channels as needed. Initial content and design may be created in collaboration with General Manager, and a third party designer. Subsequent outreach, using this content and design, will be created by the Coordinator.
- Work with General Manager to develop/continue relationships with businesses and local entities (such as hospitals) to reach larger groups of consumers.
- Collect information on paid advertising opportunities, including ad deadlines.
- Manage email and customer contact lists as Google spreadsheets and Mailchimp lists; will be responsible for cross checking lists to ensure accuracy.
- Set up and run or coordinate the operation of online market order sorting, pickups and deliveries every week (June-November). Manage fun, safe, and orderly pickups and deliveries that engage customers in our community.
- Work with GM to ensure quality control on all products.
- Communicate in a timely and courteous fashion with all customers, documenting customer feedback.

Southwest Farm Fresh is a farmer-owned business that markets and distributes local food products across southwestern Colorado. Thank you for supporting healthy local food systems!



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- Create content for online market email newsletters during distribution season, including recipes, farm profiles, restaurant promotions, and other info as needed.
- Create content for Facebook and other social media posts; update once or twice a week, particularly during market season.
- Send weekly text-from-email reminder, for market order pickups.
- Check in at least weekly with GM, discuss direction of work, quality of customer experience, and any opportunities or challenges that might arise.
- Assist GM in creating a spreadsheet tracking system for member volunteer hours and enlisting member farms in volunteer activities.
- Coordinate seasonal farm tours for local consumers and partner entities.

MINIMUM REQUIREMENTS:

- Background in foodservice, farming, or other food business-related area
- Proficiency in sales, marketing and customer outreach and necessary software
- Excellent customer service skills
- Excellent written and verbal communication skills
- Maintain own work schedule that allows for the timely completion of tasks
- Must exude a passion for the viability of small farms and local food systems
- Communicate clearly, and in a timely way with the SWFF manager, customers, and stakeholders
- Basic business experience including familiarity with markups and margins, branding, and basic budget management
- Promote the interests of SWFF in good faith

HOW TO APPLY:

Send a resume, cover letter, and professional writing sample to:

buylocal@swffcoop.com