



Colorado Farmers Market Association

Position Announcement

April 30, 2021

Marketing Coordinator

The Colorado Farmers Market Association (CFMA) supports farmers markets and direct-marketing farmers across Colorado. CFMA provides technical assistance, resources, information-sharing and networking opportunities to more than 60 CFMA farmers market members.

CFMA is seeking a part-time marketing coordinator to build on CFMA's on-going marketing support for farmers markets, developed by our outgoing marketing coordinator. This work includes designing and implementing a statewide marketing campaign focused on promoting increased consumption and purchasing of specialty crops at farmers markets. This campaign and marketing support for markets will continue through November 2022, and will include assessing the marketing needs of CFMA member markets and mentoring market managers with marketing. The marketing campaign includes social media marketing and community-level marketing, particularly to support the promotion of specialty crops at farmers markets.

The marketing coordinator will also support other aspects of marketing/promotion with CFMA, such as supporting CFMA fundraising efforts and our partnership with Blue Federal Credit Union.

The ideal candidate will be self-motivated, flexible, familiar with different communities around Colorado, and have experience in social media and design.

Qualifications:

1. Self-motivated, resourceful and collaborative approach to work
2. Familiarity with rural and urban communities around Colorado
3. Experience with social media marketing

4. Strong written and verbal communication skills
5. Ability to communicate effectively with a wide variety of people
6. Interest in agriculture, particularly vegetable production, and local food systems
7. Commitment to justice and equity and fluency in communicating about equity
8. Ability to build relationships with people from many backgrounds and perspectives
9. Ability to create marketing materials for diverse rural and urban communities around Colorado

Preferred Qualifications:

1. Strong design skills - Capability in Canva or any other design software
2. Basic video production skills
3. Basic web editing capability

Position responsibilities include:

1. Work in collaboration with CFMA's Executive Director to develop projects and frameworks for the social media marketing campaign.
2. Work with market managers around Colorado to assess needs and provide mentorship.
3. Continue building out social media plan and continue implementing social media marketing campaign, revising plan as needed based on lessons learned. This can build upon the existing marketing framework.
4. Implement community-level marketing such as interviews with specialty crop growers and market managers to share with local media, contacting local newspapers and radio outlets, and contacts with local radio stations to run pieces focused on specialty crops at farmers markets.
5. Collaborate with translator who will create Spanish-language content and will translate social media posts and marketing materials into Spanish.
6. Support data collection from farmers markets as needed to track outcomes of grant funding.
7. Compile CFMA's monthly e-newsletter, and create and send other communications as needed.
8. Position may include some travel to farmers markets in Colorado.

This is an 11-hour (on average) per week contract position to start (ideally) the first week in June, working under the direction of CFMA's Executive Director. The position is through November 2022, with the possibility to extend and grow along with the organization.

Compensation: \$25 - \$35 per hour

Position is remote and can be conducted from anywhere in Colorado

To apply, please send a cover letter and resume to cofarmersmarketassociation@gmail.com

Applications will be reviewed on a rolling basis. The application deadline is Friday, May 14th, midnight.