



Southwest Farm Fresh Cooperative

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

buylocal@southwestfarmfresh.com

www.SouthwestFarmFresh.com

POSITION TITLE: Marketing Coordinator

- Part time (up to 25 hours/wk – may vary by season)
- \$17/hr starting
- Start date: As soon as possible
- Schedule: Co-op closes during Thanksgiving week, and for two weeks in late December.

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 were primarily wholesale, but we now sell most of our products through our online market. 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 and outreach efforts, and its primary goal is to expand sales of fresh local food products directly to households in our service region. The Marketing Coordinator will be supervised by the Operations Manager.

RESPONSIBILITIES:

- Work with Operations 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 OM, and a third party designer. Subsequent outreach, using this content and design, will be created by the Coordinator.
- Work with OM to develop/continue relationships with businesses and local entities (such as hospitals) to reach larger groups of customers.
- Collect information on paid advertising opportunities, including ad deadlines.
- Manage email and customer contact lists in our software and Mailchimp; will be responsible for cross checking lists to ensure accuracy.
- Help coordinate the operation of order sorting, pickups and deliveries every week, including recruiting and managing volunteers. Manage fun, safe, and orderly pickups and deliveries that engage customers in our community.
- Work with OM 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 including recipes, farm profiles, restaurant promotions, and general info on other pertinent topics.
- Create content for Facebook and other social media posts; post multiple times a week. Optimize posts for maximum audience.
- Send weekly text-from-email reminder for market order pickups.
- Check in at least weekly with OM, discuss direction of work, quality of customer experience, and any opportunities or challenges that arise.
- Interface with membership committee in tracking membership status, member volunteer hours, and keeping email lists up to date.
- 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

The position pays \$17/hour, and includes a substantial discount in the online market.

HOW TO APPLY:

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

buylocal@southwestfarmfresh.com