

# Regional Food Sales Lead (Colorado)

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**Time Commitment:** Full-Time (35-40 hrs/wk)

**Salary:** \$60,000/year plus bonuses

**Location:** Candidates must be based in the Metro Denver area

**Travel:** Local travel on a weekly basis, and regional travel around Colorado quarterly

## Background of KSS and this Role

Launched in 2019, Kitchen Sync Strategies is a small (but mighty!) social enterprise dedicated to supporting small farmers, ranchers, fishers, and food makers through brokering sales and consulting. We believe there is immense, untapped potential in the institutional foodservice market channel, and through our work supporting small farms, food hubs, and food companies to scale their own operations and our work brokering sales opportunities directly for these businesses we have created systems that help bring larger markets to suppliers who are otherwise left out of this multibillion dollar marketplace. Our staff consists of 3 fearless teammates and we regularly work with a handful of experts, close collaborators, and contractors.

Our clients are triple-bottom-line food businesses pushing for fairness, environmental sustainability, and other core values of KSS and our work helps these clients build sales relationships with K-12 schools, healthcare facilities, and institutions of higher education. Often, before we can directly broker sales for our clients, we partner with public and nonprofit collaborators in their region through regional food systems development projects to build their capacity and advance the region's value chain infrastructure.

Our staff are mostly based in the Pacific Northwest, but we are (very) active in Colorado, New England, Texas, the Southeast, and with national projects, and we are focused on selling more good food for our farmers and food businesses in each of these regions.

## Position Summary

The Regional Food Sales Lead (CO) is a new, exciting role for Kitchen Sync Strategies- and will play a pivotal role in our growing work in Colorado. This RFSL will be responsible for using Kitchen Sync's existing systems and processes and building on them to drive sales of food from food hubs and values-aligned supplier clients of ours to Colorado institutions like K-12 schools, hospitals, universities, corporate dining facilities, and others. The position is also responsible for developing new business partnerships in service of our local, values-aligned food businesses (and the small- and mid-sized farms they represent). As a representative of Kitchen Sync playing a specific sales- and value chain coordination-focused role in each project, the Sales Lead will support the CEO to embed KSS in farm-to-school, farm-to-ECE, and farm-to-institution projects across the State.

This work will focus on our work with 3 core partners:

- Nourish Colorado: The RFSL will support the success of State-wide local food incentive programs for schools and other “Farm To \_\_” efforts led by our colleagues and close collaborators at Nourish Colorado
- Food Hubs/Suppliers: The RFSL will direct sales of local/regional, sustainably grown, and/or equitably grown food products to institutions on behalf of food hub clients in the state (including but not limited to East Denver Food Hub)
- Health Care Without Harm: The RFSL will support partnership with Health Care Without Harm that drive sales of local, sustainable food to healthcare institutions statewide

We’re seeking an experienced, charismatic sales leader who understands the process of institutional food sales well, who has a sharp sense of strategy, and has a firm commitment to building a fairer, more sustainable food economy.

### **A successful Regional Food Sales Lead will:**

- Develop strong personal relationships with buyers, sustainability leaders, and/or local procurement leadership within each institution to which Kitchen Sync sells products
- Implement a bold yet achievable sales growth plan for client food hubs and food companies that increases their sales to institutions in Colorado
- Perform weekly sales activities including:
  - Carefully manage Kitchen Sync’s CRM database to track existing sales accounts
  - Make regular, recurring contact with all active leads, anticipating customer needs and working hard to strengthen personal relationships
  - Conduct outbound sales calls to new institutional customers
  - Understand inventory, logistics, and operational capacity for client

food hubs and suppliers, and share tactical substitutions, menu items, and seasonal specials with customers on a weekly basis

- Generate innovative ideas and content to engage a broader range of values-aligned food hubs and food companies in new brokerage relationships, including bringing on more private sector and food brands to KSS' portfolio
  - Work with CEO to develop marketing and branding strategies for attracting more institutional buying clients for KSS
  - Ensure customer satisfaction while meeting sales targets and long-term goals for KSS
- Maintain a high level of integrity as a representative of KSS, and be about it 😊
- Other stuff that we encounter along the way-*but not too much of it, we promise*

### We'd like you to have:

- **Sales experience specifically with local/regional or small-scale**
- **food suppliers is a must**
- A minimum 3 years of experience in fields of institutional foodservice, food sales, or food procurement
- A **strong grasp of the institutional foodservice market** and a **particularly keen understanding of farm-to-school and institutional procurement** (school food procurement experience is a HUGE plus)
  - Preference for someone with direct experience in institutional foodservice, working with food hubs and other suppliers, and/or large scale procurement businesses and foodservice companies
- A deep, firm commitment to the notion that supporting small farms

and food producers to access institutional markets is one critical step towards building a fairer, healthier, less harmful food economy

- A commitment to building real relationships rooted in compassion, kindness, and care
- A sense of adventure and a willingness to explore new ideas of how to build fairer food economies- and a tolerance for the high levels of ambiguity inherent in this work
- Good writing and even better verbal communication skills
- A keen eye for detail and systems, and a commitment to learning new tools
- Fluency working across the G-Suite platform (Gmail, Google Drive, etc.)
- Tech savvy and ability to quickly leverage a range of softwares
- that increase productivity and creativity in your work. (We tend to use tools like Mural, Canva, and other design tools to visualize our work.)
  - Experience with HubSpot or similar ERP software, and/or experience inventory systems for food hubs (Local Food Marketplace, Shopify, etc.) is a big plus
- Strong focus and the ability to maintain drive while working remotely, with regular meetings via Zoom (or in-person as necessary)

## Compensation

- This contract position is a full-time (35-40 hours/wk)
- The position will be paid a starting salary of \$60,000 per year with the following benefits:
  - Flexible vacation policy (15 days PTO plus federal holidays to start)
  - Monthly health insurance stipend
  - Healthy travel stipend for business travel

- Annual professional development funds

### To Apply

Please email a .pdf cover letter, resume & contact for 3 references to [team@kitchensyncstrategies.com](mailto:team@kitchensyncstrategies.com) Please reference "Regional Food Sales Lead (CO)" in the subject line of your email. Applications accepted until the position is filled, and interviews will start on a rolling basis starting June 1, 2023.

**As a company, we are committed to practicing racial equity in all aspects of our work, and we strongly encourage individuals who share that core goal to apply- especially if they identify as people of color themselves. Kitchen Sync Strategies is an equal opportunity employer and provider of services.**