



Marketing & Market Assistant Job Description

Salary: \$17/hour

Job Type: Part-time, seasonal contractor

Days and Hours:

July - October: 10-15 hours per month (focus on social media, website and other marketing support)

Saturdays November to April: 30 - 40 hours per month

Location: Fort Collins, CO

Closing Date: August 5th, 2024

Start date: July 2024

End date: April 30, 2025

About the Market

Heading into our 18th season, the Winter Farmers Market hosts over 150 local food producers serving local food and handmade goods to our incredible Fort Collins community. Hosted inside the Foothills Mall, the Winter Farmers Market is the only ongoing Winter market in Colorado. The market boasts an incredible group of vendors who showcase fresh produce, local meats and dairy, breads and sweets, local artists, handcrafted goods and so much more. For more information, check out

www.winterfarmersmarket.com

Job Description

This is an excellent opportunity for someone who wants to demonstrate their marketing skills and gain valuable experience owning the marketing and communications for the Winter Farmers Market. In addition, we want this person to work the market as staff to help with the market days and capture content. This person will support the Market Manager and the Market Operator directly.

Marketing and communications for the market including social media management and content creation. Work with VA to create templates and assign her vendors and materials to post on social media. Update the website, emails and other communications to present the Winter Farmers Market professionally and drive traffic to the market.

Attend and work market days including vendor support, customer support and processing SNAP/EBT processing and general setup and clean up. Capture content and post on social media during market days.

Duties/Responsibilities

- Manage the Winter Farmers Market social media accounts including posts and monitoring messages.

- Take photos and video on market days and create content to post the day of and during the week
- Improve upon the Winter Farmers Market website
- Find and execute marketing opportunities for the Market

Qualifications

Required

- Background in marketing or communications
- Strong social media proficiency
- Attention to detail and efficiency
- Ability to work from home when needed
- Available to work most Saturdays 10am-2:30pm from November 2nd to April 19th
- Effective time management skills and ability to accomplish work related duties with minimal supervision
- High school diploma or GED equivalent or greater
- Experience managing social media accounts for businesses
- Strong communication and interpersonal skills

Preferred

- Passion for locally made products and entrepreneurship

To apply, email manager@focowfm.com with a resume and cover letter (one page limit). Include as a postscript your favorite local product/business and why.