



**Local Foods Marketing Coordinator
(Part-Time, Davidson County, NC)**

Posted late October 2022 with the goal of hiring by mid-December 2022

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The Lexington Farmers Market is hiring a half-time Local Foods Marketing Coordinator to provide marketing and communications support for the Lexington Farmers Market, the Thomasville Farmers Market, the joint Davidson County Winter Farmers Market, and other local food promotion activities in Davidson County, NC.

The primary goal of this position is to increase and diversify the customer base shopping at the farmers markets. Diversity in this context refers to the age, income level, and race/ethnicity of farmers market customers.

Job Requirements and Responsibilities:

- **Demonstrated comfort and skill in creating social media content** on your own smartphone, including taking high-quality photos and recording videos and then editing that content for social media (primarily Instagram, Facebook, and TikTok)
- **Skilled at writing and designing promotional materials**, including social media posts, Facebook events, press releases, flyers, and newspaper display advertising for farmers market events.
- **Attention to detail**, including proofreading for typos, correct labeling of produce varieties, and vendor names and locations, etc.
- **Ability to plan a content calendar** several weeks ahead of time
- **Ability to organize and coordinate content gathering** by market managers, interns, vendors, etc.
- **Comfort with selling print advertising** for the Local Foods Guide, invoicing ad buyers, and managing those relationships.
- **Savvy with online tools (direct experience or eagerness to learn)**. We use Canva for graphic design, Google Drive for document sharing, MailChimp for email newsletter

distribution, Square for e-commerce/invoicing, Wix and Squarespace for website updates, and Asana for project management.

- **Ability to monitor and analyze data** on how various marketing tactics and messages are working.
- **Willingness to learn, to experiment, and to solve problems** as they arise.
- **Must have reliable transportation to travel** to multiple locations within Davidson County, NC.
- **Must have a smartphone capable** of taking good quality photos and live streaming video.

While there are no specific educational or work experience requirements beyond those listed above, in the application you will be asked to share how your previous education, work and/or lived experiences make you the right candidate for this job. In addition to demonstrated communications and marketing skills, a passion for local foods and entrepreneurship, cooking, farming, and/or gardening are appreciated.

Working Hours and Locations

While the working hours are generally flexible, Saturday morning work is required and non-negotiable to take photographs and to live stream from the markets. On Saturdays that you are not available, you must coordinate with market managers, interns, or other volunteers well in advance to fulfill your responsibilities. You will also have at least two regular weekly meetings to attend (in person or on Zoom), currently scheduled for Monday and Friday mornings.

You will be required to be on-site regularly at locations in Lexington and Thomasville, NC.

Compensation

Pay for the first year is \$19/hour. This job is budgeted for 20 hours/week year-round, however some weeks in the summer will require more hours and some in the winter will require less.

The Local Foods Marketing Coordinator will be provided a Chromebook. You will also have access to an All-Access Pass to Nonprofit Marketing Guide, a professional development and training website. This position will be supervised and mentored by two experienced marketing professionals who sit on the boards of the farmers markets.

Please note this position is funded by a federal grant. Funding after two years is not yet guaranteed.

Qualified applicants will receive consideration for employment without regard to race, color, religion, sex, age, national origin, sexual orientation, gender identity, and disability, marital or parental status or protected veteran status. You must be eligible to work and live in the United States without any legal restrictions.

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