



GLYNWOOD

Center for Regional Food and Farming

Job Posting

Job Title: Farm Marketing and CSA Coordinator

Reports To: Farm Manager, Vegetable Operation

FLSA Exemption Status: Non-Exempt

Compensation: \$16.83 - \$26.44 per hour DOE

Position Type: Regular, Full Time

Regular Work Hours: June - November: Mon - Sat / December - May: Mon - Fri

Date Created/Last Updated: December 2021

Location: Cold Spring, NY

The Glynwood Center for Regional Food and Farming is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.

Job Summary

Reporting to the Farm Manager, Vegetable Operation and working closely with farm managers, this role is responsible for managing the marketing, sales, retailing, logistical coordination and financial tracking of Glynwood's farm sales and food donations, as well as playing key roles in organizational brand management, outreach to the general public and education for a variety of audiences. The ideal candidate will possess excellent written and verbal communication skills; experience with product development, sales and marketing; and demonstrate a passion for and commitment to Glynwood's mission, farm and programs.

As a nonprofit that derives the majority of its funding from charitable contributions, Glynwood believes in fostering a culture of philanthropy among supporters, staff, board, volunteers and program participants. As with all Glynwood employees, this role will be called upon regularly to offer testimonials communicating the impact of their work and/or participate in storytelling projects led by the development and communications team.

Essential Job Duties

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Farm Sales Management (40%)

- Staff Glynwood's onsite farm store and coordinate staffing, inventory (Glynwood product, other farms' products, value-added and branded products), POS systems, flow and overall customer experience
- Oversee Glynwood's online store including updating website/catalog/inventory, managing order processing and fulfillment, and ensuring an exceptional customer experience throughout.
- Coordinate CSA sales and CSA share distributions.

Marketing & Communications (20%)

- Collaborate with the farm and communications teams to create and implement the marketing plan for Glynwood's products
- Identify and advance strategies to continually improve farm marketing, including, but not limited to: advertising, direct marketing, promotional materials, branding and labeling
- Lead Glynwood's CSA member and farm store customer communications to support customer/member acquisition and retention goals
- Contribute to Glynwood's social media presence and digital content creation (e.g., blogs, videos, photographs, etc), with an emphasis on farm-forward messaging and content.

Food Donations Management (20%)

- Coordinate donation of Glynwood's Farm products to local hunger relief efforts and act as liaison with all food donation partners.
- Track, report on and help evaluate Glynwood's food donations efforts

Outreach & Education (20%)

- Coordinate farm-based volunteers, including regular vegetable gleaning efforts
- Working with the development department, coordinate events to build community among CSA members, farm store customers and visitors to Glynwood
- Represent Glynwood at regional outreach events related to our mission, programs and products as needed.

Competencies

- Superior written and verbal communication skills
- Ability to proactively identify, adopt and utilize appropriate technologies and platforms to carry out job functions
- Ability to analyze sales-related financial data
- Ability to work with Glynwood employees in a collegial manner
- Ability to work alone or on a team, as needs require
- Willingness to work safely

Physical Demands

- Ability to perform outdoor physical labor in all weather conditions
- Ability to lift 50 lbs
- Ability to safely operate tools and equipment necessary for the day-to-day operation of the job

Travel and Weekend Work

- This position will require occasional travel within the Hudson Valley Region
- This position will require regular weekend work during the farm store season and occasional evening / weekend work to support outreach activities throughout the year.

Required Qualifications and Experience

- Minimum of two years progressively responsible experience in the areas of marketing, retail sales, communications and/or customer/member outreach
- Minimum of one year experience working with “brick & mortar” and online sales platforms
- Demonstrated basic proficiency in Adobe Creative Suite
- Demonstrated experience with basic website CMS
- Demonstrated interest in farm/food marketing

Preferred Qualifications and Experience

- Bachelor's degree in a relevant field
- Two years experience working on a diversified farming operation
- Fluency in a language other than English
- Anti-racism/anti-oppression training

Additional Eligibility Qualifications

- Valid US Driver License in good standing
- Provable eligibility to work in the US

To apply:

- Send cover letter and resume to jobs@glynwood.org. State in the subject line that you are applying for the “Farm Marketing and CSA Coordinator” position.
- Priority Closing: December 31, 2020
- Closing Deadline: January 15, 2021