



Center for Regional Food and Farming

Job Posting

Job Title: Sales and Outreach Manager

Reports To: Vice President of Development and Outreach

FLSA Exemption Status: Exempt

Position Type: Regular, Full Time:

Compensation: \$45,500 - \$60,000 DOE

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

Date Created/Last Updated: December 2020

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 Vice President of Development and Outreach 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; have a wide array of experiences 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.

Marketing & Communications (30%)

- Collaborating with the farm and communications teams, lead the creation and implementation of a 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
- Assist in implementing org-wide communications and branding strategies

Farm Sales Management (30%)

- Manage Glynwood's onsite farm store including staffing, inventory (Glynwood product, other farms' products, value-added and branded products), POS systems, flow and overall customer experience
- Manage Glynwood's online store including updating website/catalog/inventory, managing order processing and fulfillment, and ensuring an exceptional customer experience throughout.
- Explore and manage wholesale relationships across all enterprises
- As appropriate, ensure that Glynwood serves as an outlet for program participants' products & services (e.g., Incubator Farms' products in our farm store)

Food Donations Management (20%)

- Design and implement systems to streamline and optimize donations of food from Glynwood's Farm to local hunger relief efforts, including gleaning
- Manage and steward relationships with partners who receive our donated food
- As needed, assist in the distribution of Glynwood's CSA as a SNAP project
- Also as needed, assist in vegetable production and harvesting to support food donations
- Track, report on and help evaluate Glynwood's food donations efforts

Outreach & Education (20%)

- Manage farm-based volunteers, including regular vegetable gleaning efforts
- Design and execute events to build community among CSA members, farm store customers and visitors to Glynwood
- Provide training for apprentices and Incubator farmers in inventory management, order processing, marketing and product promotion as possible.
- Host non-farmer education (e.g., tours or presentations for Glynwood-led or non-Glynwood led programs happening "at" Glynwood)
- Represent Glynwood at regional outreach events related to our mission, programs and products.

Competencies

- Superior written and verbal communication skills
- Ability to organize multi-disciplinary teams to manage projects to completion on-time and within budget
- 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 three years progressively responsible experience combining 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
- Minimum of one year of nonprofit experience (professional or volunteer)
- 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 “Sales and Outreach Manager” position.
- Priority Closing: December 31, 2020
- Closing Deadline: January 20, 2021