

Cerro Gordo County Local Food Coordinator Position Description

Scope of Work: Healthy Harvest works to connect and educate in support of the local food system. This project is aimed at building the capacity of farmers markets in Cerro Gordo County, including the Clear Lake Farmers Market (CLFM) and the North Iowa Farmers Market (NIFM) in Mason City. The Contractor will be responsible for developing and expanding programming such as joint marketing efforts, Double Up Food Bucks pilot, and Market Metrics. This role will also be expected to lead community outreach efforts, vendor recruitment and management, and promotion efforts for our local markets. Additional opportunities may be available based on performance.

Project Dates: February 2020 - November 2020

The Cerro Gordo County Local Food Coordinator duties include:

Programming

- Coordinate the Joint Marketing efforts between CLFM and NIFM (see Promotion and Outreach section)
- Pilot Double Up Food Bucks programming at CLFM and NIFM, in partnership with Healthiest State Initiative
- Work with local Power of Produce (PoP) Club programming to determine potential for expansion
- Establish a culture of data collection at each market using the Market Metrics programming and perform data collection on select market dates.
- Explore expansion of Youth Vending program at CLFM and establish program at NIFM, including promoting opportunity to local youth and scheduling youth vendors at both markets.

Vendor Management

- Lead efforts for vendor recruitment for CLFM and NIFM
- Maintain the markets' Manage my Market (MMM) accounts
- Update vendor applications for the 2020 market season
- Assist vendors to apply via MMM and if necessary encourage vendors to complete their profiles
- Send out invoices to vendors in a timely manner once they have been approved by the board
- Maintain accurate records of vendor payments and follow up, in a timely manner, with vendors who have outstanding payments
- Ensure that all necessary insurance certificates and licenses are current and on file
- Update stalls assignments for accuracy each week (based on vendor schedule on MMM and weekly email updates from vendors) and post vendor up-to-date map at Market information tent
- Aid in communication between current vendors and the market Boards

Promotion and Outreach

- Ensure the CLFM and NIFM websites are up-to-date including current copies of Rules and Regulations, manager contact information, market dates, upcoming music and events, vendor stall assignments and information, special activities etc.
- Create and distribute news releases
- Assist in the management of market email and online accounts, including responding to emails and messages on Facebook in a timely manner, sending email updates/market information to vendors
- Promote special market events and activities at the direction of the Market Boards
- Implement a social media and marketing approach that includes the following elements:
 - Identify target customers and develop an engagement strategy.
 - Develop relevant content topics to reach the target customers.
 - Monitor and respond to social media users in a timely manner
 - Conduct online advocacy for the local food movement and identify opportunities for cross-promotions.

- o Identify and expand community influencer network.
- o Create, budget for, and implement a social media content calendar to manage content and plan specific, timely marketing campaigns. The social media calendar should leverage the various platforms to promote high-quality, relevant content and increase the audience reach of the website, Facebook page and Instagram.
- o With the assistance of the Market Board, monitor user-generated content regarding the NIFM or CLFM; respond in an appropriate manner; proactively capture happy, loyal customer online reviews and comments, and; report notable threats to the Market Board.
- Build and establish relationships between core community partners and the farmers markets

General Responsibilities:

- Build the capacity of the CLFM and NIFM by being a community advocate and watching for opportunities to partner with businesses and community organizations
- Communicate with the CLFM and NIFM Board members about ideas and concerns for the markets

Please Note: Each market will have a separate “On-Site” Manager. This role is intended to build the capacity of the markets outside market hours.

Desired Skills

- Strong Communications (Written/Verbal)
- Computer Skills (Basic website, Microsoft Suite, Basic graphic design)
- Knowledge of Social Media
- Organized, Self-starter
- Strong time management
- Accountable

Independent Contractor Status: This position will be acting as an independent contractor of Healthy Harvest of North Iowa and not as an employee. Contractors are expected to provide their own equipment (i.e. computer, printer) and transportation. The Contractor should understand that no employment benefits (retirement, insurance, etc.) result from this position, and she/he is responsible for her/his own self-employed tax liability. The Contractor shall be free to set her own work hours and appointments, and conduct the work as she/he sees fit in order to fulfill the project goals and objectives as stated above.

Compensation: \$20 - \$25 per hour, depending on experience and qualifications, up to 800 hours, payable on a monthly basis based on submitted an invoice. Additional hours may be allowed, as funding is available.

To Apply: Send resume and a cover letter to Marie Boyd, Executive Director of Healthy Harvest of North Iowa, at marie@healthyharvestni.com.

Applications will be accepted and reviewed on a rolling basis until the position is filled.