



Marketing/Communications Coordinator

Part-Time Employment 10 hours/week

Summary: The Marketing/Communications Coordinator will primarily work on Cooper-Young Community Farmers Market (CYCFM) marketing, advertising, and promotion. Secondary duties will include the occasional assistance of in-person markets.

Hours and location: The Marketing/Communications Coordinator will work 10 hours per week. These hours will include marketing activities, some Saturdays working outdoors at the Cooper-Young Community Farmers Market, and the remainder will be flextime hours working remotely.

Compensation: \$20/hour

Supervision: The Marketing/Communications Coordinator will report to the Cooper-Young Community Farmers Market (CYCFM) Board of Directors.

Responsibilities:

- Manage and upkeep social media with weekly postings
- Create social media and marketing campaigns
- Develop print materials (posters, rack cards), digital content, social media posts and other advertisements
- Marketing through print materials and other avenues
- Create the weekly newsletter and distribute via MailChimp
- Keep the website updated and accurate
- Assist with community outreach
- Assist with the planning and implementation of other special programs and events
- Maintain and uphold brand, vision, and mission
- Attend and assist markets as occasionally needed
- Aid Market Manager to support vendors, customers, community partners, volunteers, and board members
- Maintain professionalism in all interactions with vendors, customers, partner organizations, and the public

Requirements:

- Passion for CYCFM mission and core values
- Strong organizational, diplomatic, and interpersonal skill
- Basic understanding of marketing/advertising strategies
- Proficiency in social media and digital marketing
- Basic understanding of agriculture and food production
- Willingness to work outside in all-weather conditions

- Ability to safely lift and carry at least 25 Lbs.
- Access to computer, phone, and internet
- Ability in Wix (or equivalent), Microsoft Word, Excel spreadsheets, Canva, Adobe PDF, Google Suite, Zoom, Meta, and website posting

How to apply: Send cover letter, resume, portfolio and 3 professional references to Michelle Smith at michellecycfm@gmail.com. Portfolio should include samples of social media, digital content, and/or other marketing materials representing the applicant's work.

Timeline: The position will remain open until filled.