



SnoValley Tilth Outreach and Market Manager Job Description

SnoValley Tilth seeks to create a thriving, sustainable, regional food economy in the Snoqualmie and Snohomish watersheds, with a strong community of successful farmers at its heart. Our primary focus is on farmers—both experienced and new farmers—but our work also benefits community members and local food consumers. We connect and educate through monthly potlucks, workshops and farm tours, the Experience Farming Project, and the Carnation Farmers Market. We advocate for farmers and landowners at the city and county levels.

SnoValley Tilth is effective because we are farmer-led, based in our local community, and are a trusted voice. We have strong partnerships with agencies and organizations that impact farming in our region, and we have a culture of innovation.

The Outreach and Market Manager will engage with the local and regional community to tell the story of local food – from farmer to market to consumer. The Outreach and Market Manager is responsible for the day-to-day operations of the Carnation Farmers Market as well as long-term planning and strategizing to sustain a successful business focused on serving as an outlet for local food in the community of Carnation. In addition, the Outreach and Market Manager will represent SnoValley Tilth at public events – both tabling and speaking engagements. The Outreach and Market Manager reports to the SnoValley Tilth Executive Director

Responsibilities

Manage the Carnation Farmers Market

Prepare for the market season: update and distribute vendor applications and market policies, apply for appropriate permits and insurance, schedule music, organize storage space, and identify and resolve any critical equipment needs.

On-site oversight and supervision of the farmers market each Tuesday (May to October): develop vendor layouts, assure that the market space is safe and compliant with laws and health codes, set up and take down market, communicate with vendors, manage volunteers and market assistant, staff info table and process transactions, collect vendor fees, respond to questions that arise each week.

Market promotion and outreach: develop, print, and post annual poster, identify and implement other opportunities for promotion including press releases, temporary and permanent signage, fliers, brochures, seasonal events, etc. Promote the market's Supplemental Nutrition Access Program (SNAP) and FreshBucks Matching with relevant audiences. Write weekly e-newsletter (leading up to and during market season), manage social media presence, keep website current.

Fundraising: collaborate with other SnoValley Tilth staff on sponsor recruitment, opportunities to donate at market, and support grant writing as appropriate.

Regional Networking: represent the Carnation Farmers Market and SnoValley Tilth at meetings, conferences, and professional development opportunities in King County and the greater region.

(Responsibilities continued on next page)

SnoValley Tilth Outreach

Refine and develop SnoValley Tith and Carnation Farmers Market Outreach tools: in collaboration with the Executive Director and Membership Services Manager, the Outreach and Market Manager will lead the process to keep printed and display materials engaging and current as well as in-line with the SnoValley Tilth Communications Plan.

Identify and implement outreach opportunities: in collaboration with the Executive Director, the Outreach and Market Manager will select 5-10 events per year for SnoValley Tilth to attend. These will be opportunities to expand our customer/donor base, raise awareness of the organization with the general public, and/or outreach to potential workplace donors. In some cases the objective will be supporting the SnoValley Tilth Member Services Manager with outreach to new farmer members.

Respond to requests for presentations: the Outreach and Market Manager will prioritize requests for tours or speakers based on relevance and their workload, and attend selected opportunities.

Desired Qualifications:

- Proficiency in Microsoft Office suite, MailChimp, WordPress, and social media including Facebook and Instagram.
- Ability to work independently and collaboratively
- Knowledge and experience in successfully promoting local food systems.
- Demonstrated ability to problem-solve quickly and efficiently.
- Effective communication skills, including public speaking, writing, and conflict resolution.
- Demonstrated ability to successfully recruit and manage volunteers.
- Attention to detail.
- Experience managing a program budget.
- Ability to lift up to 40lb and work cheerfully outdoors in inclement weather.
- Must be available during market season on Tuesdays from 1pm-8pm and some additional weekends/evenings. Other hours are flexible.
- Ability to interact with farmers, market shoppers, and community members from diverse economic, educational, and cultural backgrounds.
- Ability to manage multiple tasks simultaneously and when needed delegate tasks to other staff or volunteers.
- Passion for SnoValley Tilth's mission and work.

Employment Period and Salary

This is a part-time position expected to average 20 hours/week. Pay range is \$18-\$20/hr, DOE.

To Apply

Please send a resume and cover letter to info@snovalleytilth.org. You can address your cover letter to Melissa Borsting.

Position is open until we find a person with the right combination of skills who is also a good fit for our organization.