

# TEXAS FARMERS' MARKET

## JOB DESCRIPTION

**Position Title: Marketing & Events Coordinator**

**Classification: Part-time, Hourly**

**Reports to: Director of Marketing**

### **Position Summary:**

The Marketing & Events Coordinator completes a variety of marketing and events tasks for Texas Farmers' Market (TFM). The role performs regular duties including but not limited to social media management & at-market coverage, web page updates, event coordination, and community outreach. The Marketing & Events Coordinator identifies and capitalizes on any and all opportunities to assist and market TFM to the public. This role works flexible hours remotely (in the Austin area), but must be available on Fridays 9:00am-12:00pm, and most Saturday & Sunday mornings for approximately one hour.

### **Major Responsibilities:**

- Attends Texas Farmers' Markets on a regular basis to develop relationships with vendors and acts as a public-facing TFM representative.
- Implements the TFM social media schedule on Instagram and Facebook, creating attractive posts and captions that embody and promote the TFM mission. Responds to inquiries in comments and messages as needed. Social media duties include the following tasks:
  - Provides social media coverage of both markets (TFM at Lakeline and TFM at Mueller) each weekend through a compelling mix of photo & video content; works with network of local content creators to cover dates when unable to attend
  - Edit information provided by vendors to promote Fresh at the Market
  - Reaches out to producers directly to feature what they will be selling
  - Profiles new vendors
  - Publicizes market events
  - Promotes community events, articles, and recipes relevant to TFM
  - Shares relevant vendor Instagram posts in TFM's stories
  - Partners with vendors on joint social media giveaways
- Provides social media updates during weekly team conference calls
- Assists Director of Marketing in maintaining TFM photo library, uploads and labels social media photo archive
- Works with Operations team to maintain weekly vendor attendance list & layouts on website and shares on social media
- Assists with planning and coordinating market events; assists with maintaining TFM events calendar
- Covers various Director of Marketing tasks in their absence as needed

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#### **Knowledge, Skills, and Abilities:**

- Excellent verbal, written, interpersonal and communication skills
- Attentive to details and displays a strong aptitude for organization
- Time management skills and self-motivating focus required for working from home
- Strong customer service skills- displays enthusiastic, outgoing, and helpful behavior
- Ability to finish projects with minimal management
- Aptitude for prioritizing and completing multiple tasks within time restraints
- Competent in MS Office and of web-based applications
- Strong understanding of social media platforms & current trends, and keen visual eye
- Experience in programs like Later, Wordpress, Adobe Creative Suite, Canva preferred
- Willingness to learn and expand job skills
- Flexible time schedule to accommodate variable hours and market activities required
- Must have reliable transportation and access to a computer with internet connection

#### **Education/Experience:**

- Bachelor's Degree or higher preferred
- Passion for farmers' markets, local food and sustainability desired

**Compensation and Benefits:** \$15-\$20/hour. This is an hourly, part time position, starting at 15 hours per week.

**Equal Opportunity Employer:** Texas Farmers' Market provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.

**To Apply:** Please email a cover letter and resume to [marketing@texasfarmersmarket.org](mailto:marketing@texasfarmersmarket.org)