

Texas Farmers' Market
Job Description: Marketing Coordinator

Position Title: Marketing Coordinator

Classification: Part-time, Hourly

Reports to: Director of Marketing

Position Summary:

The Marketing Coordinator completes a variety of marketing tasks for Texas Farmers' Market (TFM). The role performs regular duties including but not limited to social media management & at-market coverage, event coordination, and community outreach. The Marketing 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, Saturdays 9am-1pm, and Sundays 10am-2pm.

Major Responsibilities:

- Attends Texas Farmers' Markets on a regular basis to develop relationships with vendors and acts as a public-facing TFM representative.
- Maintains the TFM social media calendar and its implementation on Instagram and Facebook, creating attractive posts and captions that embody and promote the TFM mission.
- Provides social media coverage of both markets (TFM at Lakeline and TFM at Mueller) each weekend through a compelling mix of photo & video content; coordinates coverage for dates when unable to attend
- Responds to inquiries in comments and messages, regularly engages with community on social media
- Compiles information provided by vendors for weekly "Fresh at the Market" posts
- Communicates directly with vendors to promote their offerings, coordinate vendor spotlights, etc.
- Profiles new vendors
- Publicizes market events
- Works with market chefs to promote Sample the Market recipes on social channels
- Promotes community events, articles, and recipes relevant to TFM
- Shares relevant vendor Instagram posts in TFM's stories
- Coordinates social media giveaways
- Provides social media updates and analytics report in first team call of each month
- Assists Director of Marketing in maintaining TFM photo library
- Assists with coordinating and implementing market events and special programming; assists with maintaining TFM events calendar
- Covers various Director of Marketing tasks in their absence as needed

Knowledge, Skills, and Abilities:

- Excellent verbal, written, interpersonal and communication skills
- Strong attention to detail 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 a keen visual eye
- Experience in programs like Meta Business Suite, 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: \$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