

Texas Farmers' Market
Job Description: Marketing Assistant

Position Title: Marketing Assistant

Classification: Part-time (15-20 hours a week), Hourly

Reports to: Marketing Manager

Position Summary:

The Marketing Assistant completes a variety of marketing tasks for Texas Farmers' Market (TFM). The role performs regular duties including but not limited to photography, graphic design, social media management & at-market coverage, event coordination, and community outreach. The Marketing Assistant 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 Saturdays 9am-1pm, Sundays 10am-2pm, and every first Monday of the month from 1-2:30pm.

Major Responsibilities:

- Attends Texas Farmers' Markets on a regular basis to develop relationships with staff and vendors and acts as a public-facing TFM representative.
- Captures high quality images at both markets to assist with social media efforts, including, but not limited to, shots of seasonal produce, vendors and market shoppers, and market events.
- Assists Marketing Manager with maintaining the TFM social media calendar and its implementation on Instagram and Facebook, creating attractive graphics and photos that embody and promote the TFM mission.
- Assists Marketing Manager with maintaining TFM photo library and uploads photos taken at market in an organized and timely manner.
- Follows TFM style guide to assist Marketing Manager with creating branded materials for the markets, including elements such as market signage, advertisements, promotional products and website graphics.
- Assists with coordinating, implementing, and publicizing market events and special programming; assists with maintaining TFM events calendar.
- In absence of Marketing Manager, provides social media coverage of both markets (TFM at Bell and TFM at Mueller) through a compelling mix of photo & video content.
- Covers various Marketing Manager 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

- Interest in graphic design and content creation
- Competent in MS Office and of web-based applications
- Experience in photography and photo-editing tools (Lightroom, Photoshop, etc.)
- 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 assist with event planning, coordination, and promotion
- Flexible time schedule to accommodate variable hours and market activities required
- Must have reliable transportation, access to a computer with internet connection, and necessary photography equipment

Education/Experience:

- Bachelor's Degree or higher preferred
- 2+ years graphic design experience
- Photography experience preferred
- Passion for farmers' markets, local food, and sustainability desired

Compensation and Benefits: \$20/hour. This is an hourly, part time position, ranging from 15-20 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 portfolio and resume to marketing@texasfarmersmarket.org