

# **FARMERS MARKET & MARKETING COMMUNICATIONS ASSISTANT JOB DESCRIPTION**

## **Job Description:**

We are looking for a Farmers Market and Marketing Communications Assistant to join our team at Heritage Homestead Farms, LLC, specializing in grass-fed beef, pastured chicken, pork, and eggs. As a Farmers Market & Marketing Communications Assistant, you will play a key role in promoting and selling our premium, sustainably-raised meat and eggs at local farmers' markets.

## **Responsibilities:**

### **Set up and Maintenance:**

- Assist in setting up the booth before the market opens, ensuring it is clean and well-organized.
- Set up tables and displays in an attractive manner
- Ensure that the booth remains organized throughout the market hours.

### **Customer Service:**

- Greet customers and provide information about our products and farming practices.
- Answer customer questions and offer recommendations.
- Handle transactions and operate the cash register accurately.

### **Product Knowledge:**

- Familiarize yourself with our range of products, including grass-fed beef, pastured chicken, pork, and eggs.
- Be able to explain the benefits of sustainably-raised meats and eggs to customers.

### **Promotion:**

- Assist in marketing efforts, such as distributing flyers to attract potential customers.
- Help promote any special offers or promotions.

### **Inventory Management:**

- Monitor inventory levels and inform the owner when restocking is needed.
- Inform the owner if packages have lost their vacuum seal so they can be removed from inventory.

### **Clean-Up:**

- Assist in packing up and cleaning the booth after the market closes.

### **Social Media/Marketing**

- Write and proof-read email newsletters

- Maintain a social media calendar to promote our farm via the most popular social media platforms (Facebook, Instagram, YouTube)
- Design marketing materials

## **Qualifications:**

- Current Business, Marketing, Sales, or Agricultural student
- Exceptional verbal and written communication skills.
- Previous agricultural experience is a plus, but not required.
- Exceptional communication skills
- Friendly demeanor with exceptional customer service skills.
- Strong communication and interpersonal skills.
- Knowledge of Google Suites (Google Docs, Google Sheets, Google Calendar, etc.)
- Basic proofreading and editing skills
- Familiarity with online design software (Canva)
- Enthusiasm for sustainable and ethical farming practices.
- Ability to stand for extended periods.
- Ability to lift up to 50 lb coolers
- Basic math skills for handling transactions.
- Flexibility to work weekends and holidays, as farmers' markets often operate during these times.

This position offers a great opportunity to be part of a sustainable farming business and connect with customers who appreciate quality, locally-sourced products. If you have a passion for farming and customer service, we would love to have you on our team.

## **Requirements:**

Position Type: Part Time Seasonal May-September

Hours: To be determined

Job Type: Non-Exempt

Salary: Based on experience

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