



TITLE: Coordinator, Shone Farm Sales and Marketing

CLASSIFICATION: Classified

SALARY GRADE: N

JOB DESCRIPTION:

Under general direction, assists in performing the day-to-day sales, marketing, branding and distribution of all Shone products, and services, including but not limited to, wine, olive oil, animal products, vegetables, fruits, plants, and all value-added products; coordinates and promotes Shone Farm Wine Club, special events, and Community Education courses held at Shone Farm.

SCOPE:

The Coordinator, Shone Farm Sales & Marketing is responsible for the oversight of sales and marketing of all Shone Farm produce and products, including the farm stand, Community Supported Agriculture (CSA) memberships, Shone Farm Wine Club and value-added products.

KEY DUTIES AND RESPONSIBILITIES:

Examples of key duties are interpreted as being descriptive and not restrictive in nature. Incumbents routinely perform approximately 80% of the duties below.

1. Coordinates day-to-day sales and distribution of Shone Farm products; expands marketing of all products (wine, vegetables, and meat) and all value-added products.
2. Tracks sales data from Shone Farm, (i.e. annual income, expenses, customers, crop yield, CSA memberships, wine club, Farm Stand) etc.; prepares and presents reports.
3. Coordinates and assists with the Shone Farm Wine Club and other Shone Farm events.
4. Coordinates and gathers input from faculty and staff regarding current and potential strategies for promoting Shone Farm products.
5. Identifies new markets, venues, and customers for distributing products; and develops promotional materials.
6. Participates in all aspects of marketing, sales, and distribution; works with faculty and staff to identify and negotiate contracts.
7. Supervises and organizes the work of student employees and short-term, non-continuing employees.

EMPLOYMENT STANDARDS

ABILITY TO:

Organize and support events, workshops and classes at Shone Farm, including coordinating direct market venues such as farm stands or farm market booths; research and analyze data and compile reports; apply accounting principles for sales and budget maintenance; provide effective customer service; work independently and manage multiple priorities; maintain cooperative working relationships; demonstrate sensitivity to, and respect for, a diverse population.

KNOWLEDGE OF:

Regional seasonal harvests and perishability of fresh produce and meat products; retail and wholesale sales procedures; marketing principles and techniques; methods of invoicing; principles and techniques of public communications, information and public relations; standard office productivity software, web development and social media; budget, revenue and inventory control.

MINIMUM QUALIFICATIONS:

Candidates/incumbents must meet the minimum qualifications as detailed below, or file for equivalency. Equivalency decisions are made on the basis of a combination of education and experience that would likely provide the required knowledge and abilities. If requesting consideration on the basis of equivalency, an Equivalency Application is required at the time of interest in a position (equivalency decisions are made by Human Resources, in coordination with the department where the vacancy exists, if needed.)

Education:

Associate's degree.

Experience:

Increasingly responsible (2-4 years full-time equivalent) experience in sales and marketing of wine, vegetables, and meat products from farms to wholesale and retail markets. Some (1-2 years full-time equivalent) experience with specialty crops and value added crops preferred.

PHYSICAL REQUIREMENTS

Must be able to perform physical activities, such as, but not limited to, lifting heavy items (up to 50 lbs. unassisted), bending, standing, climbing or walking.

LICENSE OR CERTIFICATE:

This classification requires the use of a personal or District vehicle while conducting District business. Must possess a valid (Class C) California driver's license and an acceptable driving record.