

TITLE: Coordinator, Farm Garden, Sales & Marketing

CLASSIFICATION: Classified

SALARY GRADE: C10

SCOPE OF POSITION:

Under general direction, coordinates and assists in the operations of the Shone Farm garden production fields. Coordinates, organizes, and communicates information between garden production and customers. May serve as a lead worker to other classified employees.

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 farm produce and product sales with farm staff and customers, including Community Supported Agriculture (CSA), farm stands, events, and restaurant and wholesale accounts. Maintains relationships with buyers and customers.
2. Coordinates and assists in the operations of Shone Farm, with primary responsibility in the garden and Alvin J. Hansen Sustainable Agriculture Center, including food production and processes, stewardship of the agricultural land, and educational experience opportunities.
3. Assists in the sales, budgeting, marketing, branding, and distribution activities of all Shone Farm products and services, including farm events.
4. Assists with educational experiences and activities for students and farm staff.
5. Ensures the proper care and maintenance of all relevant equipment and tools.
6. Maintains proper agricultural land management and safety procedures in compliance with applicable local, state, and federal rules and regulations.
7. Leads daily activities, demonstrates, trains, and oversees short-term, non-continuing (STNC) employees, student employees, and volunteers in the Shone Farm garden.
8. Coordinates marketing campaigns to promote the Shone Farm products and events to the public, using e-mail, social media, press releases, and print advertisements.
9. Records, monitors, and reports farm sales and payments. Maintains financial data. Identifies new markets, venues, and customers for distributing products. Develops promotional materials.
10. May supervise and direct the work of short-term, non-continuing (STNC) employees, student employees, and volunteers.

KNOWLEDGE OF:

1. Regional seasonal harvests and perishability of fresh produce and meat products.
2. Sustainable farming systems, techniques, and practices including control of weeds, plant and crop diseases, and insect pests.
3. Retail and wholesale sales procedures.
4. Marketing principles and techniques.
5. Principles and techniques of public communications and public relations.
6. Web design and social media.

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KNOWLEDGE OF – Continued

7. Budget, revenue, inventory control, and invoicing.
8. Basic web accessibility tools and document remediation.
9. Relevant local, state, and federal rules and regulations, programs, policies and procedures, including certified organic crop production.
10. Applicable technology, including standard office productivity software and other appropriate technology, such as crop management software.

ABILITY TO:

1. Organize direct and indirect market venues such as farm stands and wholesale distribution.
2. Train others in the use of equipment and procedures.
3. Research and analyze data and compile reports.
4. Apply accounting principles for sales and budget maintenance.
5. Collaborate productively and cooperatively with individuals and groups both internally and/or externally.
6. Communicate effectively, both orally and in writing.
7. Exercise appropriate judgement in interactions with others and with work processes.
8. Interact with the public in a helpful, courteous, and professional manner.
9. Demonstrate sensitivity to, and respect for, a diverse population.

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 the supervising administrators, in coordination with the department where the vacancy exists, if needed.)

EDUCATION:

Bachelor's degree in marketing, agriculture, or a closely related field of study required.

EXPERIENCE:

3+ years of experience in agriculture, horticulture, or farming operations and sales required.

OTHER REQUIREMENTS:

- 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.
- Must be able to perform physical activities, such as, but not limited to, lifting (up to 50 lbs. unassisted), bending, standing, climbing or walking.
- Frequently required to work under inclement weather conditions.
- Must be able to operate a variety of hand tools safely.
- Ability to complete the following trainings: forklift operations and certification.

SANTA ROSA JUNIOR COLLEGE COMMITMENT:

All classifications require a commitment to the District's Vision, Mission, Values, Goals and Objectives as articulated in the [Strategic Plan](#).