

TITLE: Coordinator, Farm Sales & Marketing

CLASSIFICATION: Classified

SALARY GRADE: C10

SCOPE OF POSITION:

Under general direction, assists in the sales, marketing, branding, and distribution activities of all Shone Farm products and services, including farm events. Coordinates, organizes, and communicates information between garden production and customers. Promotes the agriculture and natural resource management programs and courses through social media and other marketing campaigns. Coordinates the Shone wine club, communicates with members, and tracks related sales.

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. Prepares marketing campaigns to promote the Shone Farm program and related events to the public, through e-mail, social media, press releases, and print advertisements.
2. Coordinates farm produce and product sales with farm staff and customers, including Community Supported Agriculture (CSA), farm stands, events, and restaurant and wholesale accounts.
3. Oversees and plans farm events, including the coordination of event planning, advertising, staffing, and event evaluations.
4. Coordinates the college's wine club and wine sales. Processes sales, creates marketing campaigns, communicates with members, and organizes wine club shipment details.
5. Records, monitors, and reports farm sales and payments. Reports financial data. Identifies new markets, venues, and customers for distributing products. Develops promotional materials.
6. May supervise and direct the work of student employees.
7. May direct the work of short-term, non-continuing (STNC) employees.

KNOWLEDGE OF:

1. Regional seasonal harvests and perishability of fresh produce and meat products.
2. Retail and wholesale sales procedures.
3. Marketing principles and techniques.
4. Methods of invoicing.
5. Principles and techniques of public communications and public relations.
6. Web design, and social media.
7. Budget, revenue, and inventory control.
8. Basic web accessibility tools and document remediation.
9. Relevant local, state, and federal rules and regulations, programs, policies and procedures.
10. Applicable technology, including standard office productivity software and other appropriate technology.

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ABILITY TO:

1. Organize and support events, workshops, classes, and direct market venues such as farm stands.
2. Research and analyze data and compile reports.
3. Apply accounting principles for sales and budget maintenance.
4. Collaborate productively and cooperatively with individuals and groups both internally and/or externally.
5. Communicate effectively, both orally and in writing.
6. Exercise appropriate judgement in interactions with others and with work processes.
7. Interact with the public in a helpful, courteous, and professional manner.
8. 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 sales and marketing of wine, vegetables, and meat products 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](#).