



## **Promotions and Event Intern, Arlington Farmers Market Arlington, VA/Washington, DC**

### **About Community Foodworks:**

Community Foodworks is a mission-driven 501(c)(3) nonprofit dedicated to creating market opportunities for local farmers and food producers in the Mid-Atlantic Region while increasing access to good, healthy, local food. Community Foodworks operates several Farmers' Markets in the Washington, DC Metro Area and manages a portfolio of food access and education programs that serve thousands of low-income community members.

The Arlington Farmers Market (AFM) takes place every Saturday morning from 8am-12pm mid-April through December and 9am-12pm January through mid-April at N. Courthouse Rd and N. 14th St, Arlington, VA 22201.

The Event and Promotion Intern will play a pivotal role expanding the reach and impact of Community Foodworks farmers markets. The intern will work closely with the Virginia Programs Manager and the Farmers Market and Food Benefits Program Manager to promote the market and create a community space making the market a weekly destination.

### **Position Description**

If you've been to a Community Foodworks (CFW) farmers market, you know that they don't fit a typical mold. We strive to build diverse spaces, where all different races, ages, income-levels, and backgrounds are equally represented and excited about fresh, local food. This position is ideal for someone passionate about supporting local farmers and bringing local food into the community, who wants to practice and develop their professional skills. Intern will take the lead on driving highly creative market promotions that can extend across consumer, PR, and digital in collaboration with Virginia Programs Manager and the Farmers Market and Food Benefits Program Manager. This person will develop the vision, scope, structure, and take the lead on promotions and events that meet the market's needs while anticipating future growth opportunities.

The position requires very good communications skills, the ability to think on one's feet, problem solving and the willingness to work outdoors in all weather, weekends and holidays. Community Foodworks is searching for an outgoing, decisive, flexible, organized early-riser who can multi-task. A thorough understanding of seasonal, local food and growing practices is beneficial.

### **Internship Responsibilities:**

- Proactively develop and market Arlington Farmers Market for promotional opportunities and onsite events (Chef Demonstrations, Kids Events, Local Business Sponsorships, Musicians, etc.)
- Assist with developing and executing the 2017 Arlington Farmers Market Marketing Plan
- Field emails and calls from prospective promotional partners

- Manage and execute all logistics associated with planning, executing and post analysis of events, including negotiating costs/payments for events. Serve as on site contact/host for events.
- Write and communicate internal communications as appropriate
- Social Media and Website
  - Candidate must be extremely knowledgeable about social media campaigns and the use of social media to promote brand awareness. Intern will develop campaigns that promote and brand AFM and CFW
  - Manage day-to-day postings on Facebook, Instagram, Twitter
  - Implement changes/updates to existing website
  - Concept and create newsletters and e-blasts on a monthly basis
  - Track social media and website metrics
- Track, measure and report the results of promotional events. Forecast and assess post-event ROIs.
- Develop and maintain a ‘test and learn’ portfolio of opportunities for new promotional initiatives that constantly challenge the team to push the boundaries on promotional tactics, including digital / mobile trends
- Budget Management: Manage the approved budget throughout the process to ensure maximum outcome
- Other duties as assigned by Virginia Programs Manager

#### **Qualifications:**

- Extremely creative, resourceful and detail-oriented; must multi-task and prioritize with ease in a fast-paced, deadline-driven environment
- Excellent customer service, interpersonal, verbal, and written communication skills
- Clear and organized work habits, positive attitude, flexibility
- Intern must have a personal laptop, internet access, and transportation as some travel is required
- Knowledge of local food systems and/or community development, farming and retail is a plus
- Ability to collect and analyze data
- Physically fit and able to lift up to 40 pounds

**Hours:** Commit at least 10 hours a week. This is a part-time internship with flexible hours.

**Compensation:** This is an unpaid position however, CFW is a growing organization and job openings may open up. College credit is also possible.

**Start/End Date:** This is a temporary part time position Spring/Summer. Position can be ongoing or conclude on a predetermined date

#### **How to Apply:**

Applications accepted on a rolling basis and will be reviewed immediately. Send resume, cover letter and one reference with the subject line “Arlington Farmers Market Promotions and Event Intern Application: *Your Name*” to; [afm@cfwdc.org](mailto:afm@cfwdc.org).