Sales & Marketing Coordinator
Job Posting

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About Global Growers
Global Growers Network (GGN) is a 501c3 nonprofit organization based in Atlanta, GA that partners with people from diverse cultures to grow fresh food for their families and for local marketplaces. GGN builds and sustains networks of land, resources, markets, and people in order to create a more equitable food system. We envision a food system that is driven by cultural diversity, local and inclusive economies, and regenerative agriculture practices. Global Growers Network maintains a friendly, flexible, and casual work environment with team members from diverse backgrounds.

Position Summary
The Sales & Marketing Coordinator position is a new, multi-disciplinary role that will contribute to business development, sales, and marketing primarily through supporting the launch of our new organic farm. The Sales & Marketing Coordinator will initially support the launch of several agritourism programs, including facility rentals, public tours and programs, and organic fruit and vegetable sales. This position will expand in the future to play a key role in the launch of a viable and vibrant co-farming operation that creates land access and market opportunities alongside smallholder farmers who face barriers in their pathway to commercial farming. The position serves on two of our cross-functional teams: Revenue Development (core team, led by Director of Impact) and Farm Onboarding (project team, led by Executive Director).

Candidate Vision
The ideal candidate for this position feels connected to our mission and is excited to work with people from diverse cultures to build a more equitable food system. You thrive in an environment of change and innovation in order to deepen social impact. You are creative, pay attention to detail, and enjoy designing systems that run efficiently (process mapping is your jam). You are comfortable working on multiple teams across several different projects to bring new ideas to life, with a goal of promoting and driving support to our mission and vision. You have strong interpersonal skills for building relationships with diverse stakeholders, including staff, board, farmers, customers, vendors, and partners. You are comfortable working in an agricultural setting (rain or shine, bugs or frost) and handling fresh (and occasionally rotten!) produce. You dream of a world where people are more closely connected to the land, their food, and the talented farmers who produce it. Food, culture, and nature are things that bring you great joy.

Key Activities
GGN is organized around the work that is essential to the success of our organization. This role will be focused on the following key activities:

Facility Rentals
- Support project implementation of planned site improvements for rental facilities to ensure that design and build meets the needs of our facility rental packages
- Support implementation of facility design plans, including sourcing supplies, giving feedback to design, and implementing small projects
• Develop facility rental packages centered on target audiences, including creating fee schedules, marketing materials, and rental procedures that will help us meet operational and financial target
• Discover, meet, and onboard new customers for facility rental program; provide ongoing account/customer support as needed
• Track sales, collect customer data, and produce regular reports

**Fruit & Vegetable Sales**
• Support project implementation of planned site improvements for sales infrastructure to ensure design and build meets the needs of our sales program
• Liaise with farmers, with support from the Farm Program Coordinator, for product lists and availability, as well as postharvest and packaging guidelines
• Configure and use sales software for managing customer relationships and tracking distribution
• Discover, meet, and onboard new customers for produce sales
• Activate distribution channels and manage wholesale accounts and weekly on-farm sales, including all logistics from postharvest to customer
• Contribute to farm programs by sharing information, insights, and trends related in local fruit and vegetable markets
• Provide technical assistance to farmers in sales and marketing (to be coordinated by Farm Program Coordinator)
• Track sales, collect customer data, and produce regular reports

**Public Programs and Events**
• Support project implementation of planned site improvements for public programs and events infrastructure to ensure design and build meets the needs of our sales program
• Execute a planned calendar of farm programs and events designed to raise awareness of GGN’s mission/vision and to generate revenues through ticket sales, product sales, and/or donations
• Discover, meet, and onboard new customers for public programs and events
• Track sales, collect customer data, and produce regular reports

**General Marketing**
• Contribute to organizational marketing strategies to ensure continuity across all projects
• Generate content for farm projects to share with Communications staff
• Provide support to all organizational public-facing events, tours, and promotions that will raise awareness of new farm enterprises and organizational impact
• Communicate mission-related activities to target audiences and be an enthusiastic advocate for Global Growers Network

**Qualifications and Experience Requirements**
• Knowledge of and ability to navigate the local/regional marketplace options for small-scale specialty crop farmers (direct markets/CSAs, specialty wholesale, institutional wholesale, agritourism)
• Experience in marketing, communications, content creation, or similar area
Experience in event planning or production, catering, restaurants, foodservice, or other types of hospitality fields
- Experience working in collaborative, team-based environment
- Experience with anti-oppression and anti-racism resources and commitment to these practices in the workplace
- Experience working on farms preferred
- Experience working with interpreters and translators preferred
- Understanding of and/or enthusiasm to learn about the context of refugee resettlement and regional food systems
- Access to consistent transportation to be able to travel between GGN sites, especially to the Conyers-based farm
- Clean motor vehicle record required in order to be insured on GGN’s delivery van and farm truck for completing job-related responsibilities

Schedule Requirements: This is an exempt position requiring a minimum of forty hours per week with standard working hours, Tuesday through Saturday, along with pre-scheduled morning/evening and Sunday work expected on occasion. Remote/virtual work is possible outside of necessary in-office responsibilities. COVID protocols are in place at the time of hiring, with staff working remotely as much as possible and wearing masks while in the office.

Location: Our administrative office is located in Decatur, GA in a nonprofit co-working space operated by the City of Decatur at Legacy Park, a beautiful 77-acre greenspace that is also home to our Decatur’s Kitchen Garden and Orchard. We also maintain a farm office at our 23-acre farm in Conyers (~30 minutes from Clarkston). Our current network of farm and garden sites are located in Decatur, Clarkston, and northern Rockdale County. This position will primarily work at the Conyers farm, with occasional responsibilities in Decatur and Clarkston.

Compensation: The salary range for this position is $37,000-$47,000 annually, commensurate with experience. Benefits include: Healthcare Reimbursement Account (currently $370/month), cell phone stipend (currently $25/month), 401k retirement account (with up to 3% match), paid time off (starts at 2 weeks then accrues) and paid holidays (6 public holidays; 2 floating holidays; 1 week bonus PTO at year-end), professional development opportunities (currently $1,000/year), and free/discounted produce (based on availability).

Application Details: Submit your cover letter “Sales.lastname.cl” and resume “Sales.lastname.res” in PDF format to hr@globalgrowers.org with subject line: “Sales.lastname”. Your cover letter should detail your interest in this position, including:
- Why you are looking for a new position?
- Why you feel connected to the work and mission of Global Growers Network?
- How you will use your past work, volunteer, academic, and/or other life experiences to meet the specific responsibilities of this position (as detailed above)?

Review of Applications will begin immediately. Applications received by April 15, 2022 will receive full consideration. Position is opened until filled. Finalists will also be asked to submit three professional references who we may contact. The position will start as early as May 1, 2022.

GGN does not make hiring decisions on the basis of race, ethnicity, national origin, gender, gender identity, sexual orientation, socio-economic background, age, disability, religion, political
affiliation, or ideology. We strongly encourage people of color, immigrants, and first generation Americans to apply.