



101 Hyde Street
San Francisco, California 94102
415 824-2729 ext. 22
marketplace@lacocinasf.org
Tax Id #: 59-3838549

FOOD RETAIL & SALES ASSOCIATE

Love to cook, eat or talk about food? Have experience in food retail? Great at sales? Want to work with an incredible non-profit supporting women food entrepreneurs as they grow and formalize their food businesses? If you answer yes to all of these questions, we want to talk with you about our Retail Sales Associate position.

ABOUT LA COCINA

The **mission** of La Cocina is to cultivate low-income food entrepreneurs as they formalize and grow their businesses. La Cocina was born out of a belief that a community of talented natural entrepreneurs, given the right resources, can create self-sufficient businesses that benefit themselves, their families, and their community. We support businesses by providing an affordable commercial kitchen space, industry-specific technical assistance and access to market opportunities. We focus primarily on providing resources to women from communities of color and immigrant communities. Our **vision** is that entrepreneurs gain financial security by doing what they love to do, creating an innovative, vibrant and inclusive economic landscape. Learn more at LaCocinaSF.org. The La Cocina Municipal Marketplace is a 7,000 square foot facility that hosts 76 businesses born out of the incubator program to launch and grow their business. The country's first ever women-led food hall, located at 101 Hyde Street in San Francisco, CA 94102 in the Tenderloin neighborhood, an extension of our incubator to pilot a shared-cost, community-ownership model via asset generation and risk minimizing for 7 La Cocina program graduates. The Marketplace is not open to the public during the COVID-19 pandemic, but will operate for food production and for customer pickup and delivery only in the interim. We are hiring a position to support our efforts in the Municipal Marketplace. You can learn more about La Cocina and our Municipal Marketplace at: www.lacocinasf.org

GENERAL STATEMENT OF DUTIES:

The Food Retail & Sales Associate is a 25-30 hour per week position at \$17-\$19 per hour, non-exempt. Work schedule from Monday-Friday during food service from 10 am – 3 pm, and occasional nights and weekends as needed. May be asked to work at other La Cocina retail sales locations.

JOB DESCRIPTION

Under the guidance of the MMP Director, the sales associate is responsible for the smooth and efficient operations of a La Paloma cashier program. As the MMP gears up to open for to-go and delivery, the majority of sales will take place at the customer facing POS system. This position is an ambassador of the La Cocina brand and should reflect the brand values to the customer base. This position is front of house and will promote and sell the products of La Cocina's marketplace businesses, and represents La Cocina as well as all of the entrepreneurs in the MMP. This individual will be the customer-facing team member and the first to greet our customers and community.

We are looking for a highly motivated person with incredible sales and hospitality skills who enjoys the front of house, food retail environment. The ideal candidate will be motivated to learn about La Cocina and the businesses' food and be able to talk about La Cocina's mission and marketplace knowledgeably. It's important that the sales associate has a solid knowledge base of each of the vendors, their brands and their menus.



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RESPONSIBILITIES

Customer Service

- welcome customers by offering a smile and greeting them, asking if they need help with anything
- take customer orders at the counter and process to go orders
- answer the phone and respond to customer inquiries, take orders over the phone
- establish a rapport, building customer confidence and helping them make selections
- answer and address all customer questions, complaints and concerns in an efficient and friendly manner
- report complaints, problems and discrepancies to the supervisor
- learn about entrepreneurs and their products in order to communicate to the customer
- restock and rotate La Cocina rental items as needed
- work closely in line with company guidelines and values
- Appeal to impatient or irritated customers professionally

FOH Operations

- process payments in a POS system, customer exchanges and refunds on the Toast/Bbot register
- oversee pickups by third party delivery apps and pickups by customers and curbside customers
- pack food items, coordinate with vendors to ensure orders are fulfilled accurately to the right customer
- supports other front of house staff with running food, expediting and bagging orders
- supports bar staff with fulfilling beverage and retail product orders
- keep an eye open for shoplifters and sham credit cards
- stay current with La Cocina's promotional events, discounts and menu changes
- ensure balance of the register, accurately count cash at beginning and end of shift, maintain cash reserves, deposit cash at bank
- keep work areas clear and sanitized at opening and closing, this includes front counter, expediting line, and light cleaning in front of house common dining area
- communicate clear and professionally and work as a team with the marketplace businesses, security team and other La Cocina staff
- be respectful of the community and neighborhood, take trainings offered and required by La Cocina
- additional duties as assigned

QUALIFICATIONS

- basic understanding of sales principles and customer service practices
- toast POS experience preferred
- enthusiastic, friendly and energetic with a genuine desire to provide outstanding service
- proficient in verbal and written English language, Spanish language a plus
- working command of basic math
- solid communication and interpersonal skills
- ability to multitask while being attentive to customers yet flexible to the needs of the business
- ability to work as part of a team and take initiative independent of direct supervision
- available to work a variety of hours, which may include early mornings, evenings, weekends
- punctuality and reliability
- strong organizational skills
- high school diploma, college or equivalent
- sales experience a plus



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- familiarity with food industry, equity, food systems a plus
- PPE is required for the physical duties involved indoor and outdoor

Physical demands: This position involves constant moving, talking, hearing, reaching, grabbing and standing for at least 5-6 consecutive hours. May occasionally involve stooping, kneeling, crouching and climbing ladders. Must be able to lift and move objects weighing up to 50 pounds. Specific vision abilities required include close vision, distance vision, color vision, peripheral vision, and the ability to adjust focus. The noise level in the work environment is usually loud.

COMPENSATION

This is a part-time, non-exempt position. The wage is \$17-\$19.00 per hour.

Please send a cover letter and resume to marketplace@lacocinasf.org