The SF Market Marketing Committee

Committee Member Position Description & Expectations

About the San Francisco Wholesale Produce Market

The San Francisco Wholesale Produce Market (The SF Market) makes things grow – for farmers, distributors, wholesalers, retailers, restaurants, and communities. Home to 30 merchants in a single vibrant San Francisco marketplace, our diverse range of produce businesses supply the widest, best-tasting selection of fresh produce available in Northern California. The SF Market is a platform for critical access and scale – providing the food infrastructure, programs and relationships that help hundreds of farmers, Bay Area food businesses and their communities thrive.

The SF Market is San Francisco’s original – and only – wholesale produce market. As a pillar of the Bay Area’s food economy and a non-profit social enterprise, we create jobs for over 850 people and foster efficiency, diversity and innovation. The SF Market moves millions of pounds of fresh produce through the Bay Area, occupies 485,000 sq. ft. of food-focused warehouse and logistics space in San Francisco’s Bayview Hunter’s Point neighborhood, and has plans to upgrade facilities to support new food businesses and an engaged community. The SF Market’s focus on growth extends to the entire food system – with programs directed toward local farmer partnerships, food recovery, and healthy retail policy. Learn more at www.sfproduce.org.

Work of the Committee

The SF Market’s Marketing Committee is comprised of The SF Market’s Communications Team, merchants, current members of the Board of Directors, and qualified volunteers. The SF Market is in the midst of a multiyear launch of the 60-year-old organization’s first concerted marketing strategy. This is an exciting time to join a San Francisco institution and help shape the organization’s vision for the future. The Marketing Committee’s work for 2020 will include:

1) Developing, testing, and implementing new story-based content strategies for The SF Market, and continued refinement and expansion of the Market’s digital presence
2) Launching a The SF Market’s first media campaign with the support of a media consultant
3) Laying the groundwork for an oral history project to collect and preserve the diverse stories of the Market
4) Developing, testing, and implementing new strategies to engage, build community, and advance business development among merchant businesses on the Market

Qualifications

We are qualified volunteers that feel confident they will be able to successfully execute against the goals of the Committee and that have the following:

- Expertise in marketing, branding, and/or communications
- Experience or interest in working in food and agriculture
Commitment

We are asking for committee members to make a one year commitment. The Committee will meet quarterly during business hours, but this might fluctuate depending on priorities and timeline.

Service on The SF Market’s committees is a volunteer position.

If interested, please contact Erica Dixon, Senior Communications Consultant, at edixon@thesfmarket.org