



Minnesota Food Association Job Opening

Marketing Manager

Minnesota Food Association (MFA) is a nonprofit organization located in the St. Croix River Valley and the Twin Cities metro area of Minnesota. The mission of the organization is to build a more sustainable food system based on social, economic and environmental justice through education, training and partnerships. MFA operates Big River Farms, a certified organic incubator farm for historically underserved and underrepresented farmers and provides an array of educational opportunities for youth and the community around sustainable organic agriculture. The land-based training program is comprehensive and participants in the program supply produce for the Big River Farms Food Hub, which supports a Community Supported Agriculture (CSA) program and wholesale distribution service. Through the program, farmers gain the skills, knowledge and access to resources needed to operate their own viable organic and sustainable vegetable farms, while providing fresh produce to local consumers. (www.mnfoodassociation.org)

Primary Duties

1. Manage overall operations and finances of Big River Farms Food Hub to ensure financial viability (CSA, wholesale and farmers markets)- CSA logistics and operations, budget development and oversight, developing and maintaining new and alternative markets for Big River Farms and program participants, account management and customer service
2. Develop and implement annual business plans and strategic initiatives including expansion of traditional/ethnic crop sales
3. Manage communications for Big River Farms Food Hub and Minnesota Food Association- develop and publish weekly CSA newsletters (in season), quarterly organizational newsletters, maintain website, Facebook and other social media updates, develop and keep marketing materials up to date and collaborate in planning on-farm events
4. Maintain direct and regular communication with Farm Manager and other staff regarding applicable planning and operations
5. Assist with fund development and reporting to support Food Hub activities
6. Assist in delivering marketing-related workshops and educational opportunities
7. Recruit, train and supervise volunteers and interns

Qualifications

- 3-5 years of experience managing in a business, farm, social enterprise or nonprofit, including experience supervising staff, sales, marketing, outreach and building successful consumer and partner relationships
- Knowledge of food safety and quality standards required, agricultural experience preferred
- Ability to work independently and in a team to accomplish goals in a timely manner
- Highly motivated, organized, great attention to detail and tendency toward solution-based thinking
- Flexibility and ability to work in a demanding, dynamic, fast-paced and mission-centered environment
- Passion for food, farming and working with underserved people
- Integrity, consistency, excellent people and communication skills
- Computer, software and graphic design skills (MSWord, Excel, Publisher, CRM database, Social Media, Internet)
- Ability to speak a shared language with program participants will be an advantage

Additional Info

This is a full time, salaried position with seasonal schedule fluctuations. Flexibility in schedule is offered and at times, required. Salary range is \$35-\$45K, based on experience. Benefits include health insurance contribution as well as paid vacation, holidays and sick time. 40 hours per week on average.

To Apply

Submit resume and statement of interest ASAP by email to: Hilary@MNFoodAssociation.org.

Deadline for application is November 10, 2015. Interviews will be conducted on a rolling basis. Position to be filled ASAP.