



## Minnesota Farmers' Market Association

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Nerstrand MN 55053

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[www.mfma.org](http://www.mfma.org)

### **Position: MFMA Digital Media Communications Coordinator**

#### **Description of Position**

The Digital Media Communications Coordinator (DMCC) will be responsible for maintaining and creating content on a variety of social media and communication platforms. The DMCC must be a self-starter and able to work independently to reach MFMA's goals. The DMCC will be expected to travel to farmers' markets to obtain photos, video footage and information for social media and website platforms. DMCC will work to foster effective relationships within the MFMA community and with its business partners and create innovative new campaigns. Hours will vary depending on the season, with an estimated 10 hours per week.

#### **Expectations**

- Desire to promote and learn more about local farming and local food, food access and farmers' markets.
- Maintain awareness of current and relevant media messaging locally, statewide, regionally, and nationally.
- Develop and maintain marketing resources.
- Maintain and develop collaborative relationships with other farmers' market associations.
- Manage outreach and correspond to media outlets
- Innovative and creative use of social media and MFMA's website to further MFMA's mission and vision.

#### **Required Qualifications**

- Basic knowledge of farmers' markets and farmers' market structures.
- Excellent verbal and written communication skills.
- Excellent computer skills and general knowledge of computer functions.
- Ability to multitask and keep track of simultaneous projects.
- Excellent organizational skills and ability to meet deadlines.
- Experience with major social media platforms, such as Facebook, Instagram, and Twitter.
- Ability to learn and update MFMA's Wild Apricot website platform.
- Must have an insured vehicle to travel and a valid driver's license.

#### **Desired Qualifications**

- Copywriting experience.
- Skill and experience using cameras and preparing photos and videos for distribution; experience with Photoshop, iMovie, Adobe Premier or other picture and video editing software.
- Design skills and experience.

**Work Environment**

The DMCC will report to MFMA's Operations Manager and will work with other MFMA staff to present a cohesive and effective MFMA message. The DMCC will work from her/his home office, providing internet service, cell phone use, office equipment and software. The DMCC will provide weekly results-based reports to MFMA Staff and Board of Directors.

**Compensation**

Part-time hourly wage of \$13 - \$15, commensurate with qualifications. Reimbursement for approved mileage and MFMA business expenses.

**Application Instructions**

Please send your cover letter, resume, portfolio of applicable work, and two professional references to MFMA Operations Manager Kathy Zeman at [kzeman@mfma.org](mailto:kzeman@mfma.org). Applications will be accepted starting June 27, 2016 and will remain open until the position is filled.

**MFMA Mission Statement**

MFMA provides services, programs and leadership that support and promote farmers' markets across Minnesota.

**MFMA Vision Statement**

MFMA envisions a community of vibrant, profitable and professionally managed Minnesota farmers' markets that:

- cultivates, nourishes and inspires a verdant local foods community
  - provides accessibility to local farm fresh foods
  - allows local food producers to thrive and grow