



## Community Food Initiatives Veggie Van Marketing Specialist (2024)

**Job Title:** Veggie Van Marketing Specialist

**Supervisor:** Executive Director

**Hours of Work:** Average of 10 hours/week (520 Annual Hours)

CFI trusts employees to manage their scheduled working hours and location in cooperation with their supervisor to accomplish their responsibilities and contribute toward CFI's mission.

**Employment Term:** Year Round (52 weeks per year). This is a grant funded, project-based position currently funded through August of 2025.

**Compensation:** \$9,100/year (\$17.50/hr) This position is not benefits-eligible and does not have paid holidays, but does have Paid Time Off for sick days, personal days, etc.

### **Job Description**

Community Food Initiatives (CFI) works to foster communities where everyone has access to healthy, local food. The Veggie Van program increases healthy food access in geographically isolated communities by planning and running seasonal mobile produce markets. The Veggie Van Marketing Specialist will work with CFI staff and partners to develop and implement a comprehensive, locally-appropriate CFI Veggie Van marketing plan, with a goal to increase the number and diversity of customers shopping at the Veggie Van and increase community interest in purchasing locally produced food.

This job requires frequent driving/travel within CFI's service area and willingness to work non-traditional hours (evenings and weekends) on an occasional basis. This position requires the individual to be flexible in performing infrequent duties, not already listed, to support the mission of the organization.

### **Veggie Van Marketing Specialist Objectives:**

- Create a Veggie Van Marketing Plan
- Design/purchase marketing and promotion media
- Implement a marketing plan
- Evaluate and report on impact of marketing and promotional activities

### **Create Veggie Van Marketing Plan**

- Review market history reports and sales goals and conduct market research to understand potential customer base
- Interview stakeholders at market sites, library branches and partner organizations to inform planning
- Draft 18-month plan for marketing strategy and timeline that includes three Veggie Van Marketing Campaigns -General, Produce Bundles, Meet the Farmer
- Gather feedback
- Finalize and present plan

## **Design and Purchase Marketing and Promotion Media**

- Use feedback from interviews and best practices from other mobile markets to create flyers, brochures to increase customer interest
- Develop printed marketing materials about Veggie Van and distribute at 7 library branches and 15 community events.
- Design and order bags for “produce bundle” promo
- Develop printed materials including educational materials, 24 Discovery Kitchen recipes and 12 “Meet the Farmer” posters to be shared at weekly events with at least 1,000 total customers over the course of two seasons.
- Plan and draft series of weekly social media posts on markets, recipes, farmers; choose monthly post to boost

## **Implement a Marketing Plan**

- Work with a total of at least 12 farmers over the course of two seasons who will be featured in the “Meet the Farmer” Campaign; conduct farm visits, interviews, and photo shoots to collect material to develop the campaign.
- Work with program staff to Organize and run educational events, “Meet the Farmer” events, and Discovery Kitchen sample events at Veggie Van Markets
- Run social media and email campaigns, creating 32 weekly posts that reach at least 4,000 potential customers

## **Evaluate and report on impact of marketing and promotional activities**

- Collect sales data and customer feedback at each Veggie Van market event, getting feedback from at least 40 customers
- Meet with partner sites, farmers, ACEnet, CFI to monitor progress, adjust as needed

### **Link to apply:**

[https://docs.google.com/forms/d/e/1FAIpQLScgW7e0YJigwX60niDk5\\_Od-k7uh-aVtj7IbWcZb3DNJlzXgQ/viewform?usp=sf\\_link](https://docs.google.com/forms/d/e/1FAIpQLScgW7e0YJigwX60niDk5_Od-k7uh-aVtj7IbWcZb3DNJlzXgQ/viewform?usp=sf_link)