



## **Marketing Associate and Market Assistant**

### **Part-time Employment 10 hours/week**

**Summary:** The Marketing Associate and Market Assistant will primarily work on Harrisonburg Farmers Market (HFM) marketing, advertising and promotion. Secondary duties will include the occasional assistance of in-person markets.

**Hours and location:** The Marketing Associate and Market Assistant will work 10 hours per week. These hours will include HFM marketing activities, some Tuesdays, Thursdays and Saturdays working outdoors in the Turner Pavilion in Harrisonburg, and the remainder will be flextime hours working remotely.

**Compensation:** \$15/hour

**Supervision:** The Marketing Associate and Market Assistant works under the direct supervision of the Market Manager and also reports to the Harrisonburg Farmers Market Association (HFMA) Board of Directors.

### **Responsibilities:**

- Manage and upkeep social media with weekly postings
- Create social media and marketing campaigns
- Develop print materials (posters, rack cards), digital content, social media posts and other advertisements
- Marketing through print materials and other avenues
- Create and distribute the weekly newsletter
- Keep the website updated and accurate
- Assist with community outreach
- Assist with the planning and implementation of other special programs and events
- Maintain and uphold brand, vision, and mission
- Attend and assist markets as occasionally needed
- Aid Market Manager to support vendors, customers, community partners, volunteers and board members
- Maintain professionalism in all interactions with vendors, customers, partner organizations, and the public

### **Requirements:**

- Passion for HFM mission and core values
- Strong organizational, diplomatic, and interpersonal skill
- Basic understanding of marketing/advertising strategies
- Proficiency in social media and digital marketing
- Basic understanding of agriculture and food production
- Willingness to work outside in all weather conditions

- Ability to safely lift and carry at least 50 Lbs. and to maneuver heavy market table (on castors) on slight inclines
- Access to computer, phone, and internet
- Ability in Wix (or equivalent), Microsoft Word, Excel spreadsheets, Canva, Adobe PDF, Google Suite, Zoom, Meta, and website posting

**Preferred qualifications:**

- Previous farmers market experience
- Bilingual

The Harrisonburg Farmers Market Association is an equal opportunity employer that is committed to inclusion, equity, and diversity. We take affirmative action to ensure equal opportunity for all applicants without regard to age, race, sex, sexual orientation, gender identity, national origin, or other legally protected characteristics.

**How to apply:** Send cover letter, resume, portfolio, and 3 professional references to HFMA Board President Hannah Johnson at [hannahrosewengerjohnson@gmail.com](mailto:hannahrosewengerjohnson@gmail.com) with a copy to Board Secretary Matt Sibley at [apalachechocolate@gmail.com](mailto:apalachechocolate@gmail.com) . Portfolio should include samples of social media, digital content, and/or other marketing materials representing the applicant's work.

**Timeline:** The position will remain open until filled.

**Our Mission:**

The Harrisonburg Farmers Market mission is to provide the public with easy access to fresh, nutritious, locally produced agricultural goods and crafts of the highest quality, to assist local and regional farmers and other producers in directly marketing their products to the local customer base, and to support environmental stewardship and community well-being.

**Our Core Values:**

We are local farmers and artisans who grow and make what we bring to market.

We provide the highest quality of goods possible.

We nurture a community built on equity, integrity, and mutual respect.