

15115 Bow Hill Road

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Bow, Washington98232

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www.samishbay.com

***Title Farmers Market Sales & Marketing Supervisor***

***Supervisor*** *Owners*

***Effective Date*** *February 8, 2018*

**POSITION SUMMARY:**

This role provides a key interface between farmers market managers, Samish Bay staff and owners. Participates in selling at farmers markets. Assists in developing and supporting marketing strategies and special events. Is responsible for reporting market performance metrics.

**ESSENTIAL JOB FUNCTIONS**: The following essential job functions are performed as a Farmers Market Sales & Marketing Supervisor:

* Working weekend farmers markets.
* Participate in recruiting and hiring of market staff.
* Participate in training and oversight of loaders and unloaders of market trucks.
* Train all market staff on company standards. Ensure conformity. Motivate and work with them to meet or exceed sales and marketing goals.
* Schedule market sales staff, loaders and unloaders.
* Review performance goals for individual farmers markets based on market sales reports, market manager and market staff feedback.
* Help in determination of which markets to participate in, on what schedule, and what products to send to each market.
* Work with owners in managing incentive/commission programs for market sales staff
* Responsible for ensuring all supplies and equipment needed for farmers market delivery are ready.
* Prepare and maintain marketing support merchandising in accordance with agreed brand standards.
* Collection of feedback from market staff on required needs and vehicle safety.
* Collection of feedback from unloaders on how product and materials come back from markets and taking corrective action when problems occur.
* Maintain relationships with farmers market managers as to the status of vendor space, overall market performance and feedback on Samish Bay staff.
* Support social media strategy.
* Special events planning and support.
* The employee must work well under pressure, meeting and completing deadlines.
* The employee shall, at all times, demonstrate cooperative behavior with colleagues and supervisors.
* Being at work on time and maintaining good attendance is a condition of employment and is an essential function of the job.
* Other duties as assigned.

**QUALIFICATIONS:**

* 21 years of age or older
* Food handler’s card
* Attention to detail and quality control
* Self motivated and an ability to work unsupervised
* Be able to work well with others in a team environment.
* Sales and marketing aptitude and experience.
* Good driving record and valid license.

**WORKING CONDITIONS AND PHYSICAL DEMANDS:**

Ability to stand for extended periods of time. Reaching, stooping, lifting up to 50 lbs. Working in outdoor weather conditions in all seasons.