



Position Description  
Job Title: **Communications & Marketing Manager**  
Reports To: Executive Director  
FLSA Status: non-exempt/hourly  
Benefits: health, dental, vision, 401(k), paid time off  
Hours/days: full-time, some weekends and evenings  
Pay rate: \$22-\$24 per hour, DOE

### **Organization Overview**

PFM people unabashedly promote the cultural riches of local food, support farmers and food artisans, and help build thriving communities. If you share our passion for bringing people together around a farmers market - let us know - we're eager to meet you.

Portland Farmers Market (PFM) has operated world class farmers markets since 1992. We are a 501(c)(6) non-profit organization operating five farmers markets, one year-round. We offer about 200 farmers and small business owners the opportunity to economically thrive. Our shoppers enjoy the opportunity to eat nutritious local food and to share our community gathering places with everyone. PFM has a recognizable brand and a reputation for quality products and effective management. We have a year-round team of 9 to 11 part- and full-time professionals; we grow to about 16 staff in peak market season.

In 2019 we will finalize the refreshing of our strategic plan, incorporate an equity philosophy and decision-making lens and launch a message development project based on turning data collected into compelling stories.

### **Position Summary:**

The ultimate purpose of PFM's marketing program is to attract and retain shoppers in order for farmers and food artisans to find economic success and for our shoppers/followers to understand the benefits of supporting local food producers. Working with the Executive Director, board, PR firm and other advisors, the Communications and Marketing Manager develops key messages and storytelling into strategic communications that advance PFM's purpose. Starting with the big picture, this manager learns the spirit of each farmers market and capitalizes on it to attract shoppers. They use creativity, humor and intellect to implement marketing, advertising and communications activities. In coordination with co-workers, they develop and execute campaigns, create content, update the website and oversee text messaging and analytics for all owned, earned and purchased media.

### **Essential Duties:**

#### Marketing

- Develop and implement a comprehensive marketing plan for each market and the organization overall that meets PFM's strategic plan goals, includes key messages, audiences and methods of delivery
- Develop an annual marketing budget and monitor expenses
- Drive development of PFM's value proposition and shopper surveys to derive key messages
- Leverage data from shopper surveys, market staff experience, analytics and other sources to inform and create marketing and communications plans

- Work closely with PFM's Community Engagement Manager to coordinate and ensure that community outreach strategies, signage and print materials are consistent extensions of marketing plans and brand
- Purchase advertising culturally appropriate for markets and messages
- Advise PFM staff on selection of merchandise, types and placement of signage and other marketing tools to ensure brand and message consistency
- Ensure consistent use of all aspects of the PFM brand and usage guidelines
- Build and maintain ongoing relationships for promotional purposes with partners such as, Travel Portland and collegial farmers markets
- Maintain PFM's factsheet of shopper and economic data, key messages, market summaries and story leads

### Communications

- Write, edit and publish stories using various writing styles to convey detailed information, to persuade and educate on key issues and to stimulate the hearts of readers by showcasing the impact on our community made by PFM's vendors, shoppers and friends
- Assemble, lead and delegate to a team of communications experts, contracted PR firm, volunteers and co-workers who meet regularly to define and implement plans
- Leverage media and broadcast opportunities in coordination with PR firm
- Act as spokesperson for PFM when Executive Director is not available, conduct occasional presentations, speaking and live media engagements
- Coordinate with outside graphic designer for production of advertisement, print materials, signage and more
- Take photographs, conduct interviews and visit vendor farms or businesses as needed to develop stories
- Promote at-market programs and events produced by PFM through public event calendars, blog, website, social media and other methods as determined effective
- Maintain image and photography archives, monitor usage and acquire updated photos as needed
- For all communications, ensure translation into appropriate languages, placement of pieces in culturally appropriate channels and develop ongoing plans to ensure vendors and shoppers have access to information and stories in several languages

### Digital Media

- Manage communication plans, images and content schedule for digital media platforms:
  - Website: Ensure regular content updates and maintenance; Provide coordination and guidance to consultant web designers for some maintenance and if/when implementing major upgrades or changes
  - Blog: Coordinate editorial content and photos to highlight seasonal products and market vendors then upload to website
  - Social platforms: Facebook, Instagram & Twitter; plan and schedule regular posts, ensure daily monitoring, purchase boosts and engage with audiences
- Produce and regularly distribute reminder text messages and email newsletters that are integrated with other platforms and develop campaigns to expand audience
- Analyze data from multiple digital sources to identify trends and new opportunities while deriving demographic information about follower behavior and needs

- Monitor social media posts of PFM vendors, other farmers markets, food and farm organizations and other industry leaders to stay current on trends and influence the movement

#### Sponsor Relations, Special Events and Other

- In coordination with Executive Director, develop and implement annual sponsor cultivation plan to raise funds and community support
- Manage and serve as liaison for sponsors including contract fulfillment, event coordination and annual reports
- Provide training, guidance and oversight to PFM staff who may assist with marketing and communications activities
- Lead or participate in coordination of occasional special events or activities such as: cookbook production, anniversary events, branding development, new market openings

#### **Minimum Knowledge, Skills and Abilities Required:**

- Three years of experience in the coordinated management of marketing, budgeting, project planning and management, social media, promotions and public relations
- Bachelor's degree in communications, marketing, journalism or related field or three additional years of relevant experience
- Two years of experience creating and managing social media campaigns including copywriting and content creation for various platforms, traditional and digital media advertising
- Proficiency in MS Office Suite, basic photo and video editing, email marketing software, and Google Analytics
- An eye for clean design of digital newsletters and websites, flexibility to adapt and learn as digital tools evolve
- Ability to demonstrate outstanding written and verbal communications that persuade and inform
- Excellent grammar, spelling and attention to detail in digital and print forms
- Commitment to promoting and enhancing diversity and equity
- Strong networking and relationship-building skills
- Comfort with and ability to set priorities while managing a variety of projects and deadlines simultaneously
- Demonstrated ability to work independently, set appropriate work priorities, and require minimal supervision over regular work activities.
- Sound judgment, decision making and problem-solving skills
- Event and project management experience

Preference given to candidates with personal experience in and passion for the Portland, Oregon food scene. Connections with local food producers and experience working as a communications professional in Oregon, ideal.

#### **How to Apply:**

We look forward to seeing your cover letter and resume sent to [contact@portlandfarmersmarket.org](mailto:contact@portlandfarmersmarket.org) by January 31, 2019.

Please put **CMM2019** (for Communications & Marketing Manager) and ***your last name*** in the subject line. This position is open until filled.