

Operations Coordinator

Elmwood Stock Farm, Georgetown KY USA

Monday-Friday, Full-time

Supervisor: Director of Marketing and Sales

The operations and marketing professional will work with the management team to administer the systems needed to run day-to-day operations of Elmwood Stock Farm. This includes coordination of the farm's attendance and sales at farmers markets; marketing coordination; employee training, development, and support; and project administration.

Responsibilities

Marketing

As part of the marketing team generate content, format, and publish content, manage email lists, coordinate communications and messaging, review and use analytics, coordinate brand assets, manage relationships to build a reputation for excellent service, and generate new and repeat business.

- Media includes electronic newsletter, CSA member newsletter, website including blog, ecommerce site, social media channels (Facebook, Instagram, Pinterest, YouTube, etc.)
- Seasonal tasks include marketing CSA to new business partners and recruiting individual members and assisting CSA Workplace Wellness partners in setting up cost-share and voucher programs.

Farmers Market coordination

Prepare agenda and attend weekly FM team meeting, coordinate with market leads on specific needs, monitor and order market supplies, manage token reimbursements, prepare POS items (cashbox, iPads, credit card devices, price lists, marketing materials.)

Be trained and work with the management team to hire and schedule market staff including time-off requests; coordinate SNAP, Soli, and other market programs; ensure permits and licenses are renewed; manage communications with market managers; occasionally work at weekend markets as needed.

Coordinate employee training, development, and support.

- Maintain Employee Handbook, employee files, new hire documents, SOPs.
- Coordinate and maintain employee benefits including health insurance, PTO, retirement IRA, CSA share.
- Work with the management team on planning and execution of employee continued education, training, and professional development.

Project Administration

Develop goals and objectives with support from management for short-term, seasonal, and yearly projects; optimally assist in direction and development of projects as knowledge and skills develop.

- Maintain Point-of-Sale program, immediate project to assess that the current POS is the best for the farm's needs.
- Support certifications: application, inspection process, records maintenance, and compliance.

- Grant application, reporting, and reimbursement requests including current grant(s) and new projects.
- Report generation: monthly inventory reports, weekly sales reports, etc.
- Events: over time develop a plan for farm tours, long table dinners, other partner events with consultation and support from farm owners.
- Maintain hardware, software, devices, and supplies in conjunction with the management team.
- Additional tasks as the needs of the farm change.

Required Skills and Attributes

- Positive attitude and desire to meet high expectations.
- Excellent verbal and written communications skills.
- Good interpersonal skills and active problem-solving skills.
- Ability and willingness to be flexible and respond to changing circumstances and expectations.
- Able to maintain a polite, empathic, and professional attitude and manner.
- Ability to listen actively and accurately record basic information simultaneously.
- Ability to thrive in a highly dynamic and fast-paced team setting.
- Appreciation for quality and attention to details.
- Technological skills: computer, printer, Google, Microsoft Office (Excel), and ability to learn customized software including Asana project management.
- Office skills of phone, filing, data collection, recordkeeping.
- Knowledge of social media applications including content creation, video editing.
- Interest in graphic design as it relates to content creation, brand awareness.
- Possess skills for efficient communication, multitasking, task prioritization, and organization.

Compensation and Benefits

- Be part of a team that is performing meaningful work providing nutritious, wholesome, and safe food to individuals and families that are appreciative and dependent on what you do each day.
- Gain experience working in the commercial production and sales of USDA Certified Organic meats, vegetables, and other products.
- Access to complementary organic vegetables and discounted grass-fed and pasture raised, organic meats, eggs, and pantry products.
- Chef-prepared home-cooked lunch each workday.
- Paid time off.
- Health insurance.
- Retirement.
- Compensation of \$18-20 per hour.
- 60-day performance review.
- Professional development to grow into an administrative role.

Elmwood Stock Farm

859-621-0755

<https://elmwoodstockfarm.com>