



## We're Hiring

### Alexandria Farmers Market Outreach Coordinator



**Job Title:** Outreach Coordinator

**Reports to:** Executive Director for Farm & Food.

**Status & Pay:** Salaried \$36,000 - \$40,000 depending on experience, full-time, exempt.

**Benefits:** Health Insurance, vision/dental insurance, HSA contributions, life

insurance, generous and flexible vacation and sick-time, professional development opportunities. A small relocation stipend may be available.

**Work Schedule:** Market days Tuesdays year-round; non-market work schedule and location may be flexible. Some evening work is required.

**Work locations/conditions:** 1302 Murray Street Alexandria, LA (office) and 2727 Jackson St. Alexandria, LA (market), other locations as needed, work is outdoors in all weather conditions with repeated heavy lifting, plus inside at a desk in an open office environment; year-round, some shifts may exceed 8 hours as needed.

**Job Duration:** This position is grant funded for a 3 year term.

#### OVERVIEW

The Alexandria Farmers Market, a program of Louisiana Central (a 501 c3 non-profit), is a weekly gathering that connects the community of Alexandria with the farmers, ranchers, and agricultural artisans of central Louisiana. This connection strives to improve the physical, social, and economic well-being of the region by providing access to fresh, healthy, local food for residents, fostering community relationships, and serving as a business incubator for growers and producers. Our growing market operates every Tuesday, year-round. During peak season, we have an average of 21 vendors and over 350 adult visitors per market day. The market benefits from strong community collaboration, and with partners' support, we offer food access and incentive programs for diverse populations. For more info, visit our [Facebook](#) or [Instagram](#) pages (@alexandriafarmersmarket).

The Farmers Market Outreach Coordinator (OC) is a new position for the market to ensure the market develops and maintains best practices during a period of growth and expansion. The OC will work closely with the AFM Manager and the Executive Director for Farm & Food. The goals of this 3 year project are to provide farmers market vendors, and potential vendors, tailored, sustained, and comprehensive technical assistance while also

growing awareness of the farmers market in the community through direct marketing, partnership development, and culturally significant market program development. We believe we will accomplish this with an OC that can:

- Build a culture of food safety, based on FSMA & GAP programs, in the vendor community to help vendors scale up or diversify into wholesale selling.
- Link AFM vendors to relevant business literacy and regionally appropriate best practices for financial sustainability.
- Participate in the co-facilitation of the statewide farmers market network, a Community of Practice dedicated to addressing the needs of farmers markets statewide with an emphasis on supporting under-resourced farmers markets.
- Connect with community partners serving low-income and low-access populations in order to promote and support access to the Alexandria Farmers Market.
- Conduct outreach to local farms and facilitate farmer access to the farmers market.
- Lead public relation campaigns directed towards farmers and consumers,
- Assist with operations on market days, including the operation of the EBT machine and tracking market attendance and sales.
- Comfortable speaking publicly and being adept at representing the market while interacting with public stakeholders.

The ideal candidate will have education and/or experience running a farmers market or similar event/business, working on a small scale diversified farm, or other food system field, and experience in marketing, data collection, or public relations. Grant writing and project management would be a huge plus too!

Alexandria is the center of the Louisiana Central service area and region. Bordered by the Mississippi River in the East and the Sabine River in the West, with rolling hills in the North and fertile farmland in the South, Central Louisiana offers the state's widest variety of attractions, food, and lifestyles. From outstanding youth programs to the finest in music and art, the best hunting and fishing in the country to secluded hiking and mtn. biking trails, lakes and waterways for canoeing and kayaking, central Louisiana has a quality of life that can meet and exceed any need. Each of our 10 parishes has something unique to offer and together, they form a region rich in culture and recreational opportunities. Alexandria boasts easy access to the Kisatchie National Forest and a variety of waterways for hiking, biking, paddling, or camping; a growing downtown neighborhood along the Red River; two institutions of higher education (Louisiana State University at Alexandria and Central Louisiana Technical Community College); a variety of museums, parks, theaters, and special interest groups. Central Louisiana is the heart of Louisiana and a great place to live, work, and play!

### **Alexandria Farmers Market Community Outreach Coordinator Job Responsibilities**

#### **Technical Assistance**

- Provide on-farm implementation support for vendors (and potential vendors) in food safety, post harvest handling, crop planning, and other needs as identified by farms/vendors.
- Develop online modules for vendor business skills (record keeping, cost of goods sold, financial stability, cash flow accounting, marketing, etc.)
- Wrap around services for market vendors to support improved business outcomes
- Research and support identified vendor needs

#### **Market Day Support**

- Support weekly market operations by staffing the Welcome Tent with the AFM Manager
- Provide excellent customer service to market shoppers.
- Coordinate the Nutrition Access Programs at the market
  - SNAP
  - SNAP Match (Greux the Good)
  - Market Match

- Kids Club
- Senior Club (pending funding)

### Reporting & Data Management

- Track project data with tools in Google Workspace
- Complete and submit required grant reports, both narrative and financial through required channels.

### Community Outreach

- Develop and deploy high quality outreach material and tools to engage non-traditional farmers market shoppers.
- Build a culture of inclusion at AFM for vendors, shoppers, and staff.
- Honor the history and future of agriculture in Louisiana by acknowledging the First Nations, Colonies, and recent immigrants with all of their influence within our food system,
- Use translated market materials to link the market to surrounding cultures.

### Development

- Research and identify new funding streams to support continued market growth.
- Research and coordinate with contractors to provide services to the market as needed.
- Build partnerships with organizations that share similar mission/goals
- Participate in statewide network of farmers market leaders and other relevant networks.
  - Identify and implement best practices.
  - Acknowledge lessons learned to avoid missteps when possible.

### Skills (things you're good at and enjoy):

- Communicating simply and effectively, both orally and in writing.
- Interacting with diverse populations with enthusiasm and respect.
- Staying organized and juggling ongoing and overlapping tasks, priorities, and deadlines.
- Strong attention to detail, even amid distractions.
- Being able to connect the dots to solve problems creatively and efficiently.
- Working proactively to make things happen in a challenging environment.
- Balancing the execution of day-to-day tasks while working toward a long-term vision.
- Staying calm during challenges.
- Working independently as well as on a team (and with other teams).
- Comfortable with basic remote work tools (Zoom, Basecamp, etc.)
- Fluent in Spanish, Cajun French, or other languages in use in the central Louisiana region in addition to English.

### Requirements (things you have education or experience in):

- Knowledge of local food systems, farming, economic or community development, entrepreneurship, public health, bookkeeping, and/or marketing.
- Operate Google Workspace proficiently (Drive, Gmail, Groups, Photos, etc.).
- Project management
- Ensure a culture of diversity and inclusion.
- Social media marketing, event planning, and public speaking.
- Work outdoors in all weather conditions.
- Drive your own reliable vehicle.
- Grant writing and fundraising.
- Canva (or other graphic design tool).
- Copywriting.
- Other duties as assigned.

### EEO Statement

Louisiana Central is committed to a policy that provides equal employment opportunities to all employees and applicants for employment without regard to race, color, sex, religion, national origin, ancestry, age, marital status, pregnancy, medical condition including genetic characteristics, physical or mental disability, veteran status, gender identification and expression, sexual orientation, and to make all employment decisions so as to further this principle of equal employment opportunity. To this end, Louisiana Central will not discriminate against any employee or applicant for employment because of race, color, sex, religion, national origin, ancestry, age, marital status, pregnancy, medical condition including genetic characteristics, physical or mental disability, veteran status, gender identification and expression, sexual orientation, and will take affirmative action to ensure that applicants are offered employment and employees are treated during employment without regard to these characteristics.

### ADA Statement

Louisiana Central is committed to providing access and reasonable accommodation in its services, programs, activities and employment for individuals with disabilities. To request accommodation in the application process, contact Bahia Nightengale at least 48 hours in advance at [BNightengale@louisiana-central.com](mailto:BNightengale@louisiana-central.com).

### To Apply

Email your resume with any supporting documents you feel will help us understand your interest and qualifications for this role to [BNightengale@louisiana-central.com](mailto:BNightengale@louisiana-central.com), with 'AFM OC Application' in the subject line. The position is open until filled, however we are extremely motivated to identify the ideal candidate for this role.