



Marketing & Development Manager

The Neighborhood Farmers Markets is a nonprofit organization dedicated to serving Washington's small family farms by creating and operating vibrant, successful farmers markets. The NFM is seeking an enthusiastic, creative, and collaborative Marketing and Development Manager to join our team. This position will work closely with the Executive Director and the Market Managers to develop and implement NFM's fundraising and marketing strategies. This is a full-time position, working in our Wallingford office and in the markets, to execute special events, manage fundraising, and direct marketing and communications.

Status: Full-time exempt position, 40 hours per week

Compensation: \$50,000-\$60,000

Benefits: Employer-covered benefits package including medical, dental, and vision, 3 weeks PTO, and 401(k) match after 1 year.

Hours: Weekday business hours with semi-regular market visits on weekends and evenings.

Reports To: Executive Director

RESPONSIBILITIES: The Marketing and Development Manager supports the success of NFM's development efforts and helps tell the story of NFM's programs and markets to several audiences including our farmers, shoppers, neighborhood, and institutional supporters. Building an appreciation and understanding of NFM's work and raising the organization's profile in the community, the Manager's primary goal is to inspire new, continued, and increased support of the organization, educate and inform market shoppers, and broaden and improve the connection between consumers and producers within our markets.

ORGANIZATIONAL SUCCESS

- Participate in development and implementation of strategic plans, work plans, and other organization-wide efforts seeking to accomplish NFM's mission and goals.
- Create and monitor the marketing and sponsorship budget, and participate in the creation of the annual fundraising plan and budgets. Purchase, track, and maintain related assets or expenses.
- Participate in creation and implementation of communications and fundraising strategies.
- Collaborate with Market Managers to ensure outreach, promotion, and sponsorship goals are achieved.
- Recruit and coordinate volunteers for market events, postering, community outreach, and annual fundraiser.

SPECIAL EVENTS & PROMOTIONS

- Plan, promote, execute, and evaluate most on-site events with the goal of increasing sales to farmers. When not leading, coordinate with Market Manager for support and promotion.
- Create and execute annual schedule of events and promotions within the markets, including corresponding promotions plan (press releases, social media, on-site market signage).
- Responsible for stakeholder engagement and co-promotion within the community.
- Maintain neighborhood and city-wide press and blog contact lists to drive attendance and awareness to special events and promotions.
- Ensure King County Health Department procedures are properly followed at all on-site events.
- Lead design and coordination of NFM branded merchandise.
- Assist with coordination of vendor meeting, vendor appreciations, and end-of-season parties.

FUNDRAISING & DONOR RELATIONS

- Develop and cultivate market sponsors and manage the sponsorship program including contract negotiations and market activations.
- Manage and coordinate all aspects of annual 200 guest/20 chef fundraiser: An Incredible Feast.
- Coordinate and promote Give Big and other donor cultivation events.

- Manage individual giving program including donor acknowledgement, solicitation of new donors, and maintaining accurate records.
- Support the coordination of NFM's giving to and sponsorship of community organizations.
- Evaluate the success of fundraising plans and continue to build foundation for more substantial fundraising program within the organization.

MARKETING & COMMUNICATIONS

- Manage all printed materials including Market Bucks, market posters, brochures, Annual Year-In-Review, Sponsorship Packet, power point presentations, and advertisements.
- Hire and manage part-time, seasonal Content Creator, responsible for content creation and execution across major social media channels during the peak season.
- Research and coordinate new ad opportunities while also building on established relationships.
- Manage website, blog, and community calendar content and work with outside web developer and NFM Program Coordinator on edits and updates as needed.
- Establish a consistent and rich social media presence with NFM blog, Twitter, Instagram, and Facebook.
- Coordinate email communications, primarily gathering content for, updating, and sending weekly e-newsletter: The Ripe and Ready.
- Ensure that the NFMA brand is consistent and compelling across all media channels and at the market through signage, booth display, and merchandise.
- Manage annual updates and lead design and content gathering for Farm Profile Poster project or any market signage and banners.
- Act as face of the NFM for neighborhood outreach events and tabling opportunities.
- Develop, plan, and execute strategic marketing plans with external consultants and advisors, including NFM board members.
- Develop and maintain communications guide for organization, educate staff on its usage, and maintain brand and messaging consistency in all external communications.

QUALIFICATIONS

- 3-5 years of experience in marketing communications, fundraising, and event planning.
- Motivated to advance the cause of sustainable agriculture and the success of small family farms.
- Minimum education or equivalent experience: Bachelor's degree or higher.
- Event planning experience with an eye for details and managing multiple stakeholder groups.
- Fundraising generalist including successful major sponsorship solicitation and event-based fundraising.
- Marketing experience with enough strong written, graphic, and strategic communications skills to be comfortable carrying a wide range of projects from conception to completion.
- Excellent oral, written, and public speaking communication skills, including the ability to communicate the mission, impact, and goals of NFM to a variety of audiences.
- Experience with Adobe Creative Suite software preferred: InDesign, Illustrator, Photoshop, Acrobat, DSLR cameras, and copy writing/editing/proofing. In short, an eye for graphic design and photography and an ear for storytelling. Software mastery not necessary.
- Professional social media experience with measurable results.
- Experience or familiarity managing media, email communications, press releases, or other components of successful marketing; InDesign and Sprout Social a plus.
- Team player with passion for local food and Farmers Markets.
- Knowledge of (or desire to learn) Washington State seasonal crops and basic menu planning/cooking skills.

Please submit your resume & one-page cover letter to hr@seattlefarmersmarkets.org no later than Monday, March 18th. Cover letter should detail your qualifications & interest in the position, highlighting relevant experience in managing fundraising events, including size in both funds raised & number of attendees, & any past experience that reflects being the public voice of an organization. Optional to attach print or digital work product.

Neighborhood Farmers Market Alliance is an Equal Opportunity Employer and welcomes applications for posted positions from qualified individuals without regard to race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, disability, pregnancy, genetic information, marital status, amnesty, or status as a covered veteran in accordance with applicable federal, state, and local laws.