



— bridgeport —
FARMERS MARKET
COLLABORATIVE

Marketing Consultant Job Opening

About Bridgeport Farmers Market Collaborative

There are 7 farmers markets and farm stands located throughout the city of Bridgeport on 5 days of the week. Each market serves as a vital community food access point in neighborhoods that lack permanent healthy food retail outlets. All Bridgeport farmers markets operate a SNAP incentive program to encourage people to spend SNAP benefits on the healthy, local foods available at the market. Markets also accept WIC FMNP and CVV, Senior FMNP, credit/debit, and cash.

Primary Duties

- Develop and implement annual marketing strategy across multiple platforms (web, social, print) in alignment with BFMC goals to celebrate food culture in Bridgeport and promote local food; in 2018 this will include:
 - a. Printed, multilingual marketing materials for general population and targeting SNAP customers
 - b. Digital ads on social media platforms
 - c. Signage on site and in each market neighborhood
- Coordinate with market manager, outreach coordinator, market directors, VISTA, and creative consultants to get relevant content representing each market for marketing campaigns
- Maintain FB and Insta accounts; post 2-3 times/week during season and 1-2x/week during offseason
- Promote BFMC-hosted community events, programming (including SNAP incentives and Bridgeport Bucks), and outreach activities
- Manage expenses against approved project budget
- Track engagement and other success indicators; provide regular updates to BFMC at monthly meetings

Desired Skills

- Experience working with nonprofits, farmers markets, and/or retail
- Familiarity with Bridgeport and/or passion for local foods
- Passion for building local community and economy by developing vibrant farmers markets that are reflective of the surrounding neighborhood and responsive to resident interest
- Initiative, leadership, and ability to work collaboratively with a diverse range of stakeholders
- Project management, especially juggling multiple priorities in a fast-paced environment
- Creative conflict and problem-solving
- Computer literate, with proficiency in Microsoft Office and Google applications

Compensation

5 hours/week for \$20/hour, not to exceed \$5,200 in 2018

Send resume, cover letter and portfolio* to bridgeportfarmersmarkets@gmail.com by March 14

*Candidates are encouraged but not required to submit their portfolio or examples of past work with their application