



FOODSHED

REGENERATING LAND, LIVELIHOODS & COMMUNITIES

POSITION TITLE: Direct to Consumer Specialist

LOCATION: San Diego, CA

REPORTS TO: Distribution Lead, Director, and Foodshed Board of Directors

STATUS: Non-Exempt, hourly (\$30/hr), 30 hours/week, with opportunity to increase hours based on performance

About Us

Foodshed is a farmer-owned, cooperatively-run distribution and resource hub dedicated to connecting San Diego's small and urban farmers with historically underserved neighborhoods. We are committed to fueling social change and environmental regeneration throughout our local food system. We source from 60 local farms (the majority BIPoC-owned) to equitably distribute free, reduced-cost, and retail fruit and vegetable boxes to our neighbors across San Diego.

Position Description

We are seeking a Direct to Consumer Specialist who will support the distribution team in its goal of connecting local regeneratively grown produce to local eaters. This role will be primarily responsible for but not limited to: connecting with current customers to improve their experiences and engage them further in creating an equitable, local food system, and expanding our customer base and supporting distribution staff in their customer interactions.

Duties include:

- Grow Foodshed's subscription programs to achieve annual revenue targets;
- Provide superior customer service through email, call and text;
- Manage messaging apps to maximize customer engagement;
- Staff the Saturday market in concert with our Community Engagement team;
- Identify new locally-produced products for direct-to-consumer sales;
- Increase the percentage of CSA and market customers using Cal Fresh;
- Transition contract produce recipients into CSA or market customers;
- Assist in delivery route dispatch including management of customer requests and delivery troubleshooting;
- Collaborate with community engagement to create a coherent and consistent social media presence and to create and distribute promotional materials;
- Work with Equitable Distribution Team and other Foodshed Departments to achieve organizational goals;
- Communicate monthly sales reports to Cooperative Owners.

Department Objectives: Equitable Distribution

- Reach targeted sales and distribution goals;

- Aggregate product for distribution prioritizing crop plan commitments and Foodshed points of unity;
- Provide excellent customer service;
- Reach subscription targets utilizing a comprehensive marketing plan;
- Operate a lean, clean and efficient packing system;
- Ensure produce quality meets foodshed crop standards and coordinate with farmers and/or Resource Hub staff when it does not;
- Staff Foodshed Hub (receiving, packing, customer service hours) and ensure it is clean, well stocked, organized and safe at all times;
- Deliver orders in a timely and efficient manner that maintains product quality; and
- Work alongside Operation and Resource Hub to develop and implement annual sales and marketing goals in order to achieve economic viability.

Desired Skills:

- Relevant hands on experience in marketing and/or sales.
- Bilingual: Fluent and literate in English/Spanish.
- Positive attitude and emotional intelligence.
- Demonstrated commitment and understanding of food justice.
- Strong organizational skills/attention to detail and computer literacy to facilitate maintaining shared spreadsheets and documents.
- Ability to handle competing demands and multiple priorities
- Ability to work independently and remotely as well as member of a team
- Reliable transportation to and from work
- Familiarity with information technologies and systems: Google Suite, Zoom, etc.
- Communication skills (verbal and digital) to support the consistent flow of information amongst staff

Schedule and location: In Person: Wed: 9a - 3p. Thurs: 9a - 3p. Saturday: 8:30a - 2:30p; up to 10 hours weekly of remote flex time. Work hours start as early as 8am and will not extend past 6pm during normal days. You will not be expected to work more than 8 hours in a single day, but overtime may occur on rare occasions. Normal work location will be the City Heights Hub. On occasion, all-staff meetings/gatherings are held at another location.

Interested candidates should send an email to casey@foodshedcoop.com including:

- A current resume
- Cover letter outlining your overall experience and interest in the position;
- Your general availability and questions you have for us about the position.