



MARKET SHARE OPERATOR

Updated February 2023

WHO WE ARE: FRESHFARM builds a more equitable, vibrant, sustainable, and resilient food future for the region by producing innovative solutions in partnership with local communities and organizations in the DC area. We create food access, economic development, and community building through hands-on education, farmers markets, and distribution programs. Our [Pop-Up Food Hub \(PUFH\)](#) offers hyper-local food access and distribution services by coordinating wholesale procurement from local farms for underserved buyers. The [Market Share](#) is the Pop-Up Food Hub's CSA-style retail program. Through this program, FRESHFARM supports local farmers while working closely with numerous community organizations to bring more fresh, Mid-Atlantic grown fruits and vegetables to consumers in the DMV—including low-income families and individuals.

WHO YOU ARE:

- Motivated to create inclusive experiences for community members to enjoy & access fresh, local food
- A creative problem solver with some experience in customer facing roles (ideally 2 years) and working in socioeconomically & culturally diverse environments
- Bilingual in English and Spanish; can clearly communicate in both languages in writing and verbally
- Able to navigate competing priorities, work independently, and manage data in spreadsheets
- Excited to work outdoors at local Farmers' Markets!

WHAT YOU'LL DO: The Market Share Operator will report to the PUFH Program Manager and be responsible for implementing retail programming and contributing to strategic activities that support the Pop-Up Food Hub.

Market Share Coordination (50%)

- Engage in promotion and outreach for the Market Share in collaboration with team members across FRESHFARM departments.
- Manage customer subscription platform, generate, and communicate customer demand data
- Communicate Market Share updates to customers and respond to feedback and questions digitally, in-person, and over the phone
- Implement supportive programming to increase customer participation & retention
- Generate Market Share newsletter and collaborate with the Communications team on social media content

Market Operations (40%)

- Participate in Market Share packing operations at FRESHFARM market locations
- Support Market Share distribution partners as well as customers both remotely and at-market

Data and Reporting Tasks (10%)

- Support or execute data management and reporting activities including SNAP and incentive spending, end of market reporting, and database maintenance.

THE PERKS:

- The PUFH is the first (and only) of its kind. Get first hand experience working with an innovative model of food distribution and learn about DMV's local food system along the way
- Work with a collaborative, diverse, welcoming, and fun-loving team while enjoying an immersive and dynamic work environment
- Get access to an abundance of local produce!

THE DETAILS

- **Compensation:** This is a full-time, non-exempt position compensated at \$47k - \$53k annually
- **Schedule:** This employee will be expected to work 40 hours per week. Their schedule will reflect market schedules, including some early morning, late evening, and weekend hours; when weekend hours are required, working days may shift to Tuesday-Saturday, and when evening or morning hours are required, schedules can be flexed to accommodate with supervisor approval. Otherwise, general operations fall within 9am-5pm Monday - Friday.
- **Work Locations:** Admin work can be done from the FRESHFARM office (downtown DC), the PUFH homebase (Hyattsville), or remotely. In the Main Season (~April - Nov), this team member will work from a variety of locations in order to engage with customers and manage the PUFH Market Share program. They will be scheduled twice per week as follows:
 - *Weekly; Wednesdays, 1-7pm:* [Foggy Bottom](#) or [Columbia Heights Farmers Markets](#) (NW DC)
 - *Once every ~6 weeks; varied days (Tue - Sat) between 9am-4pm:* [Ballston Farmers Market](#), [Council on Aging](#), & [Arlington Farmer's Market](#) (Arlington); [Anacostia Community Museum](#) (SE DC); [City Center Farmers Market](#) (NW DC); [Minnesota Ave](#), [Cesar Chavez](#), & [Kenilworth Farm Stands](#) (NE DC)
- **Paid Leave:** All full-time employees receive 72 hours annual sick leave, 11 annual holidays (8 hours each), 3 floating holidays per year, and 80 hours of annual vacation leave (with increases after 3 years of service). Also eligible for 12 weeks paid parental leave, 2 weeks prenatal leave (through DC paid family leave), and bereavement leave (as needed). Typically, FRESHFARM offices close for a 1 week winter break, which includes paid time-off for salaried employees.
- **Benefits:** Eligible to enroll in 100% employer covered gold-level healthcare, as well as generous employer coverage for gold-level vision & dental and employer paid short-term and long-term disability, life insurance, AD&D and an employee assistance program (EAP). Also eligible to contribute to a 403b retirement plan (opt-in; roth or post-tax).

PHYSICAL & OTHER REQUIREMENTS

- Must be able to: regularly load objects up to 50 lbs onto/off of a dolly from a truck or table; push a cart or dolly weighing 150-600 lbs, up to 200 yds; remain in a stationary position and/or move about worksite for 5-7 hours per day; work in an outdoor environment in all weather conditions.
- Access to personal smartphone required; \$25/month tech reimbursement provided for use.
- This role requires access to a laptop with 8GB RAM and webcam. FRESHFARM will provide a triennial stipend of \$1000 to maintain or to purchase such a personal device, if needed.
- Access to a car is preferred, but not required.

HOW TO APPLY:

- To apply, please submit the following to careers@freshfarm.org
 - A resume detailing your experience and relevant qualifications
 - A document with a few sentences answering the following question: ***“Why are you interested in this job as a Market Share Operator with FRESHFARM’s Pop Up Food Hub?”***
- Applications will be accepted & reviewed on a rolling basis; applicants should expect a response within a few weeks following their application.
- Candidates selected to move on will be invited to complete a short task to demonstrate their skills, and then may be invited for a follow up interview. Finalists will also be asked to submit contact information for 2 professional references.
- We are open to hiring someone who can start any time between late April - late May 2023.

EQUAL OPPORTUNITY EMPLOYMENT

FRESHFARM is an equal opportunity employer. We are committed to diversity and building an equitable and inclusive workplace for people of all backgrounds and experiences. We encourage members of traditionally underrepresented groups to apply, including people of color, LGBTQ+ people, veterans, and people with disabilities. We do not discriminate, and will take affirmative action measures to prevent discrimination against any employee or job applicant on the basis of race, color, national origin, gender, gender identity, gender expression, sexual orientation, age, religion, creed, disability, or veteran status in the following areas: employment, recruitment, or advertisements for employment; compensation, termination, upgrading, and promotions; any other conditions of employment.