



SPONSORSHIP COORDINATOR

Updated May 2025

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. FRESHFARM operates the [third-largest farmer's market network in the country](#) and engages with scores of paid Sponsors and Community Table partners to enrich and activate our 26 markets and farm stands. The Sponsorship Coordinator will report to the Director of Strategic Investments, and work closely with the Director on strategy, planning, marketing outreach and contracts. They will also work with members of the Markets team on coordination of in-market logistics.

WHO YOU ARE:

- Have a professional background in sales and/or marketing experience in a retail or business-to-business environment
- Passionate about farmers markets as places to build community, and motivated by FRESHFARM's mission and values
- Enthusiastic about developing mutually beneficial business relationships between FRESHFARM and potential sponsors and community partners
- Strong listener and clear communicator with professional client management
- Proficient with spreadsheets and able to pick up new technology quickly

WHAT YOU'LL DO: The Sponsorship Coordinator is a member of our Development Team and serves as the primary contact with [paid sponsors and community table partners](#) participating at farmers markets across DC, Virginia, and Maryland. Through their work, they proactively promote and secure sponsorships from businesses that can benefit from repeat exposure at our markets through short-term sponsor engagements and community tabling opportunities.

- **Relationship Management:** Maintain positive mutually beneficial working relationships with sponsors, potential sponsors, and community partners via email, phone, and in-person at markets
- **Sponsorship Marketing and Sales**
 - Develop sponsorship pitches for mission-aligned companies using market customer and sales data, historic organizational data, publicly available neighborhood data, etc.
 - Process new sponsor requests: send approval/denial messages, onboard new sponsors, and ensure compliance with the Code of Conduct for sponsors.
- **Community Tabling Coordination:** Coordinate intake for community tabling; process requests, send approval/denial, onboard new partners, and ensure compliance with the Code of Conduct
- **Scheduling and Invoicing:**
 - Manage all scheduling for both market sponsors and community partners
 - Manage and submit data for invoicing for paid sponsors; follow-up on payment as needed
- **Reporting:** Maintain accurate records of activity and satisfaction; provide reports as needed

THE PERKS:

- Enjoy a relational workplace that values our people as the engine of our work

- Play a key role in diversifying and increasing FRESHFARM's unrestricted revenue in order support to elevate the health, flexibility, and sustainability of the organization
- Develop vibrant relationships with diverse co-workers and community members across our many teams and local partners

THE DETAILS:

- **Compensation:** this is a part-time, non-exempt position paid \$29-\$31 per hour, DOE
- **Schedule:** this position has variable weekly hours, up to 15 hours per week
 - Expected to generally work 3 days / week; days are flexible, with supervisor approval
 - Weekday hours will generally fall during business hours, although admin work may be done at flexible hours with supervisor approval
 - Occasional weekend hours required between 9am-1pm, corresponding with sponsors and partners, and/or visit farmers market sites during operating hours.
- **Locations:** This role is hybrid and split between FRESHFARM's office in downtown Washington, DC, remote work, and occasional on-site at various FRESHFARM farmers markets across Washington, DC, Maryland, and Virginia
- **Benefits:** All part-time employees accrue 1 hour sick leave / 28 hours worked (equates to just under 2 work weeks of sick leave / year). All new employees accrue vacation (1 hour per every 26 hours worked; equates to 2 work weeks of vacation / year) with increases after 3 and 6 years tenure, respectively. This position is also eligible for 11 paid holidays per year (4 hours each), bereavement leave, and parental leave. FRESHFARM typically closes for at least a 1 week winter break, which includes paid time for all regular employees.

PHYSICAL & OTHER REQUIREMENTS

- Must be able to work stationary at a computer AND/OR outdoors in all weather conditions while moving about the farmers market worksites (including sitting, standing, and walking/moving) , for up to 4 hrs/day
- Must be fully vaccinated against COVID-19, in order to use the FRESHFARM office
- Must have access to a personal smartphone; \$25/month stipend provided for use

HOW TO APPLY:

- Interested candidates should complete this [application form](#); applications will be accepted on a rolling basis, and we endeavor to respond to applicants within a few weeks
- Applicants who are advanced can expect to participate in a short phone screen, and finalists will be invited to participate in a final interview, which will also involve a short pre-interview hiring exercise
- Our ideal start date for this position is mid-June 2025

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.