



Assistant Coordinator of Direct Sales and Promotions

Job Description
January 2024

Full Time

**Training at \$16.00/hr. Advances to between \$18.00-\$20.00/hr
following successful first review**

Our farm produces healthy food for individuals, grocery stores, and the best restaurants throughout Northern and Central Florida. This position helps the farm by helping secure existing sales, building more channels, and driving development of new customers.

The Assistant Manager of Direct Sales and Advertising will develop and perform all sales and marketing activities. This position utilizes skills in sales, customer service, inventory management, marketing and social media to ensure our crops get to the tables where they are needed.

The ideal candidate for this job will be detail-oriented, be self-motivated to provide exceptional customer service, and enjoy communicating with team members to follow up on any issues. While some of this work can be done remotely, regular on-site presence will be required to work with the packing and production teams.

The first day on-site for any position will be a work/trade, short-day, with the goals of food safety training, orientation, cleaning/organizing, and introduction to our system. We will compensate with an abundant box of produce, eggs, meat, and/or value added items for this first work/trade day. If the applicant chooses to proceed with training, the next 10 business days of work for this position will be paid at \$16.00/hr training rate.

Following this 10 day period, we will have our first review, where we will place the applicant between \$18.00-\$20.00/hr, depending on skill and proficiency. Each 6 months the applicant can then request a review and advancement in both responsibilities and wages.



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Job Duties:

- Establish plans and strategies to develop additional customers in areas where we are already providing service
 - Create more interest in our CSA program for direct to consumer sales in Orlando, Tampa and Jacksonville.
 - Help bring in more chefs to our distribution that are looking for a higher quality, unique product line than they have access to otherwise
 - Drive online sales of both produce and value added products by opening up to new markets that we have not pursued
- Use social media effectively to attract more customers and build relationships.
- Utilize our Customer Relationship Management software (Local Food Marketplace) to provide customer service and support the farm's sales, fulfillment and billing activities.
- Provide customer service to online store and wholesale customers via email, phone or text to answer questions, make sales, resolve issues, update payments, process payments and any other customer needs.
 - Available to be on site Monday-Friday, up 20 hours per week.
- Analyze sales data to track and improve current and future sales.
- Analyze profitability reports and work with production teams to maximize profitability and grow best customers products.
- Conduct thorough market research (consumer preferences, local market trends, and competitors to identify opportunities and challenges).
- Product Knowledge (learn or train other in sales team about unique selling points for Frog Song Organics and Partner Grower products)
- Tailor marketing efforts to specific demographics or local events.
 - The overall focus should be on finding more customers within our current routes.
- Come up with promotions or discounts during peak seasons or to boost sales during slower periods.



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- This will entail working directly with the Production Manager to focus on the peak season pricing (usually lowest costs) to ensure we sell all of our produce available from the field.
- Maintain and boost our online presence while enhancing Frog Song's brand.
 - This position will be involved with running our social media campaigns, which will feature our abundant produce and profit centers.
- Work directly with the Production Manager, CSA Coordinator, Office Coordinator, and delivery staff to ensure accurate invoicing, order fulfillment, delivery, and billing for all orders.
- Be a point of contact for delivery drivers and assist with customer communication as needed. This would be essential if a PO did not match upon customer receipt or any other variances during deliveries.
- Help develop our recordkeeping and data management systems. Specifically help us to solve the cost accounting challenge in order to be able to rapidly calculate our current costs for any given product.
- Submit Daily Logs and Time Cards prior to the end of each work day. These are currently entered through Google Forms and will take approximately 10-15 min of paid time per day. Daily Log entries for this position will cover (paraphrase is fine) the daily tasks accomplished, challenges encountered/overcome, meetings held with teammates or customers, and any other information requested by management. An accurate Daily Log Entry and a Timecard Entry are required for each shift worked within 24 hours of completing the work.

Requirements:

- At least one successful sales campaign
- Able to work indoors, outdoors, in warehouse or greenhouse all seasons
- At least two years of customer service experience.
- Ability to quickly learn new software (Local Food Marketplace, Google Sheets, Email)
- Be familiar or willing to learn about the vegetables we grow, certifications we have, sustainable practices we do, etc.



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- Safe driving record
- Job offers are contingent upon satisfactory completion of a background check.
- Valid driver's license and authorization to work in the U.S.
- Ability to be present at work consistently, on time, to start each day.
- Exceptional attention to detail and follow-through
- Self-motivated, ability to work both with and without direct supervision
- Ability to communicate effectively and professionally with all staff and customers: in person, on the phone, and in writing

- Ability to walk uneven ground, lift up to 50 lbs and work in walk in cooler for inventory, able to stand for prolonged periods of time

- Ability to represent the business in a professional and positive manner
- Proficient in using spreadsheets, Google Docs, Excel, Gmail
- Routinely use keyboard shortcuts, formulas in spreadsheets and touch type at least 40 wpm.
- Interest in making a positive impact in your community
- Friendly and professional phone etiquette
- Willingness to work in a non-traditional, rustic office environment and use portapotties.
- Team player, can-do attitude, and able to handle changes and solve problems with grace
- Friendly and warm personality, ability to work with people from different cultures and backgrounds.
- Healthy lifestyle, no substance abuse, non-smoker (no tobacco use allowed on site)



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Ideal Qualifications:

- Experience in the produce industry or restaurant industry is a plus
- Love of cooking and local food
- Experience in sustainable or organic agriculture
- Bilingual in Spanish
- Undergraduate degree in Agriculture, Horticulture, AG Business or related field is a plus

Benefits include:

- Access to free farm food, plus staff discount on additional items
- Weekly farm store credit or free weekly CSA membership
- Tips sharing program
- Work outdoors in open-air environment and stay active
- Weekly team lunch with vegan and non vegan food options from our farm
- Paid Sick Leave
- Paid Time Off for Full Time staff
- Health Care Stipend for Full Time staff

APPLICATION INSTRUCTIONS

1. To apply, [click here to fill in an application](#)
 - a. Please include three references. At least two must be work-related, and one from a previous supervisor if available.
2. After filling out an application, send a message to frogsongjobs@gmail.com telling us about your favorite vegetable.

Thank you for your interest in this position!