

TRACTOR Job Availability

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Sales & Marketing Director



SALES & MARKETING DIRECTOR

Full-Time | Location: Spruce Pine, North Carolina | Hiring Period 9/1/2025 - 10/1/2025

Compensation & Contract Details:

- Compensation: Salaried, Full-Time, Benefits. \$50k - \$54k
- Location: On-site work at TRACTOR's facility in Spruce Pine, NC, and local and regional travel.
- Reporting: The Sales & Marketing Director will report to TRACTOR's Executive Director, and work closely with other team members.

About TRACTOR Food & Farms:

TRACTOR Food & Farms is a nonprofit based in Spruce Pine, NC, dedicated to strengthening the local food system by connecting farmers with markets, increasing access to local food, and supporting rural economic development. Since 2012, TRACTOR has assisted local farmers to transition into fruit and vegetable production, developing innovative sales channels in wholesale markets, with institutional buyers, through food subscriptions (CSAs) and clinical health programs.

We are seeking a Sales & Marketing Director to drive sales growth, expand market opportunities, and develop revenue streams for our production network of 200+ small farms across Western North Carolina.

Position Overview:

Working intimately with TRACTOR's Leadership Team, the Sales & Marketing Director will play a critical role in expanding TRACTOR's market reach, increasing farm product sales, and enhancing brand visibility. This position requires a motivated individual with experience in food and agricultural sales, marketing, and value-chain development.

The Director will be responsible for building and maintaining relationships with buyers, developing new sales channels, and supporting the organization's efforts to increase local food access through strategic sales initiatives.

Key Responsibilities:

Sales Development & Market Expansion

- Assist in the development, and lead the implementation of, a multi-year Sales & Marketing Strategic Plan.
- Identify, establish, and maintain relationships with wholesale buyers, institutional markets, retail outlets, restaurants, food banks, and healthcare providers.
- Manage and expand TRACTOR's direct-to-consumer sales programs, including subscriptions, online ordering, and institutional food access programs.
- Work closely with TRACTOR's operations and development teams to ensure smooth coordination of sales, procurement, and distribution logistics.
- Conduct market research to identify emerging sales opportunities, trends, and potential partnerships.
- Facilitate sales meetings, presentations, and promotional events to engage potential buyers and stakeholders.
- Oversee client account management, including onboarding, customer retention, and relationship-building with wholesale and retail buyers.

Marketing, Brand Development & Communications

- Oversee the development and implementation of marketing materials, branded packaging, and promotional campaigns to enhance TRACTOR's visibility and credibility in regional markets.
- Lead brand development and identity efforts to ensure consistent messaging across all programs, sales channels, and community initiatives.
- Manage social media accounts, digital campaigns, and email communications to expand audience reach and drive engagement.
- Create or coordinate graphic design, signage, and advertising materials for wholesale and retail distribution.
- Capture and curate photography for marketing, social media, and promotional use.

- Collaborate with TRACTOR's team to develop and manage a web-based ordering system to streamline customer interactions and order fulfillment.
- Coordinate community and promotional events to showcase TRACTOR's programs, support partner initiatives, and engage customers.

Value Chain Research & Development

- Communicate buyer feedback to operations on pricing, packaging, and product quality to meet buyer expectations.
- Develop and promote new product offerings by working closely with TRACTOR's Farm Development team and other food system partners.
- Conduct and attend educational sessions on market access, food trends, and sales strategies for TRACTOR's farm and partner network.

Data, Reporting & Performance Tracking

- Track and report on sales performance, market trends, buyer engagement, and customer retention outcomes.
- Maintain records of new accounts, sales volume, pricing trends, and buyer feedback.
- Produce sales reports and customer engagement summaries to inform leadership, farmers, and funders.
- Support grant reporting requirements by documenting project milestones, marketing outcomes, and performance metrics.

Qualifications & Experience:

Due to the nature of our work, which often challenges and competes with dominant industrial food systems, TRACTOR most values creativity and innovation in our employees. While we seek an individual with a portfolio of sales and marketing experience, it is not our intention to enter the market in a traditional way. Applicants should be comfortable with exploration, risk, and even failure.

It is preferred that candidates have:

- Experience in food sales, agricultural marketing, or business development, preferably in local or regional food systems.
- Strong knowledge and experience in brand development, graphic design and digital media.
- Strong knowledge of wholesale markets, institutional food purchasing, and direct-to-consumer sales models.

- Experience in sales account management, relationship building, buyer negotiations, and contract management.
- Familiarity with food safety regulations, post-harvest handling, and product sourcing.
- Proficiency in market research, data analysis, and sales reporting.
- Strong communication, presentation, and networking skills.
- Ability to work independently and manage multiple projects at pace.

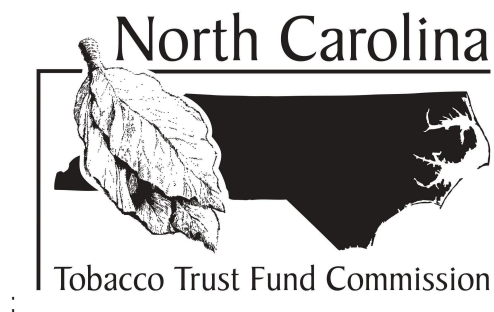
Application Process:

To apply, please submit a resume, portfolio and one reference to sierra@tractorfoodandfarms.com and dru@tractorfoodandfarms.com using the subject line: "Sales & Marketing Director."

Applications submitted outside of this process may not be considered.

TRACTOR Food & Farms
10992 NC HWY 226, Spruce Pine NC 28777
(828) 536-0126
www.tractorfoodandfarms.com

Support for this project by:



Warehouse Manager



www.tractorfoodandfarms.com

10992 NC 226 HWY, Spruce Pine NC 28777 / (828) 536-0126

Position Title: Warehouse Manager

Classification: Full-Time Employee, Benefits Eligible

Compensation Details: 35-40 hours/week, Salary \$47,500-\$51,000

Reports to: Director of Operations

Posting Date: 7/31/2025

Closing Date: Open Until Filled

How To Apply :

By the closing date, please submit **a resume, cover letter and at least one reference** with the subject line "**TRACTOR Warehouse Manager**" to sierra@tractorfoodandfarms.com. Applicants who do not follow this procedure may not be reviewed. If you have questions or would like a paper application, please call 828-536-0126.

Mission: Increase access to local food by empowering local farmers and consumers alike, reconnecting people with agriculture for a healthier community, environment and economy.

Background: TRACTOR Food & Farms is a 501c3 non-profit food hub operating in Spruce Pine, NC. Programming looks to connect local farmers with local markets and increase access to local food across Western North Carolina. TRACTOR's agricultural network includes over 250 small farms in eight counties.

Summary: The Warehouse Manager leads TRACTOR's warehouse operations with a focus on efficiency, food safety, and program support. This position is responsible for managing staff, maintaining inventory systems, and ensuring high standards across packing, storage, and distribution activities. The Warehouse Manager is a key operational leader who helps execute TRACTOR's mission of supporting local farmers and feeding the community.

Key Responsibilities

Team Leadership & Supervision

- Supervise warehouse team leads, assistants, drivers, and volunteers to ensure coordinated and efficient workflows.
- Develop staff schedules that align with daily and weekly program needs, distribution timelines, and resource availability.
- Train and hold staff accountable to food safety, sanitation, and workplace safety standards.

Packline & Fulfillment Oversight

- Oversee all packline operations, ensuring products are properly sorted, graded, packed, and labeled according to program and customer specifications.
- Ensure accuracy and efficiency in order fulfillment across all channels — including partner agencies, client households, and wholesale buyers.
- Coordinate packing and distribution to align with program timelines, seasonal availability, and grant requirements.

Inventory Management

- Manage TRACTOR's inventory systems, maintaining accurate records of product intake, storage, and distribution.
- Conduct regular physical inventories of products, supplies, and packaging materials.
- Monitor stock levels, track product flow, and communicate purchasing needs to maintain operational continuity.

Facility & Equipment Maintenance

- Ensure the warehouse, cold storage units, packing areas, and equipment remain clean, organized, and fully operational.
Coordinate routine maintenance and small repairs on equipment, including wash lines, pack lines, and cold storage infrastructure.
- Maintain sanitation stations and stock necessary supplies such as PPE, cleaning products, and packaging materials.

Food Safety & Compliance

- Implement and enforce TRACTOR's Food Safety Plan, including protocols for handling, storage, and transportation.
- Lead training for staff and volunteers on food safety, health, and sanitation best practices.
- Maintain all required documentation for health inspections, audits, and regulatory compliance.
- Monitor cold chain integrity, ensuring proper temperature controls throughout storage and distribution.

Program & Operations Coordination

- Collaborate with the Director of Operations and program managers to support program delivery through packing, logistics, and reporting.
- Assist with operational planning to adapt warehouse capacity and staffing to meet seasonal

- and program-specific demands.
- Monitor and report on operational data to inform program reporting, grant compliance, and continuous improvement.

Qualifications

- 3+ years of experience in warehouse management, logistics, or food handling operations, preferably in a food hub, agricultural, or nonprofit setting.
- Demonstrated leadership and team management skills.
Strong organizational skills and attention to detail in inventory and documentation.
- Knowledge of food safety standards, sanitation, and warehouse safety protocols.
- Comfortable working in cold storage environments and capable of lifting up to 50 lbs.
- Strong communication and problem-solving skills.
- Familiarity with inventory tracking systems or willingness to learn.

Work Environment: The Warehouse Manager will operate in a professional office environment, a food facility, and at vendor and buyer locations including food pantries, restaurants, wholesale distributors, farms, relief organization sites, and more. This role routinely uses technology and equipment such as computers, tablets, printers, label makers, and GPS navigation. TRACTOR is a food and agriculture non-profit, and schedules during the summer months are often hectic and unpredictable. Some flexibility in scheduling between 6a and 7p is required.

Physical Demands: The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. While performing the duties of this job, the employee is required to stand, walk, sit, use hands, and climb stairs. The employee must be able to lift and/or move up to 50 pounds repeatedly.

Travel: Travel may include local and regional routes, utilizing vehicles from the TRACTOR fleet, which includes a 20 ft box truck, a 16 passenger van and a cargo sprinter van. Occasionally, personal vehicles are used and travel is reimbursed.

Benefits: TRACTOR Food & Farms invests in employee health and well-being by offering a health and wellness reimbursement program for full-time and qualifying part-time employees. Food subscription services to the employee and their immediate family are offered at-cost. Full time TRACTOR employees are eligible for PTO and sick leave.

Preferred Education and Experience: A High school diploma and experience in the food and farming industry is preferred

Additional Eligibility Qualifications: Clean driving record and valid NC driver's license.

Other Duties: Please note this job description does not contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this position. Duties and responsibilities are subject to change. Other duties may be required as requested by the supervisor.

TRACTOR Respect Policy: TRACTOR promotes ethical and respectful communication and has zero-tolerance for unwarranted negative or aggressive treatment of colleagues or other professionals, including harmful comments made concerning race, ethnicity, national origin, color, sex, gender, sexual orientation, age, marital status, political belief, religion and mental or physical disability. Any employee engaging in conduct contrary to this policy may be terminated

immediately. If an employee endures such treatment, a complaint form should be submitted to a supervisor for review.

How To Apply : By the closing date, please send **a resume and cover letter** with the subject line **"Warehouse Manager"** to sierra@tractorfoodandfarms.com. Applicants who do not follow this procedure may not be reviewed. If you have questions or would like a paper application, please call 828-536-0126.

Program Team Associate



www.tractorfoodandfarms.com

10992 NC 226 HWY, Spruce Pine NC 28777 / (828) 536-0126

Position Title: Program Team Associate

Classification: Full-Time, Benefits Eligible

Compensation Details: 35-40 hours/week, \$37k-\$41k // Overtime after 40 hours/week at 1.5x Hourly Rate

Reports to: Warehouse Manager

Posting Date: TBD

Closing Date: TBD

How To Apply :

By the closing date, please submit **a resume, cover letter and three references** with the subject line **"TRACTOR Program Team Associate"** to sierra@tractorfoodandfarms.com. Applicants who do not follow this procedure may not be reviewed. If you have questions or would like a paper application, please call 828-536-0126.

Mission: Increase access to local food by empowering local farmers and consumers alike, reconnecting people with agriculture for a healthier community, environment and economy.

Background: TRACTOR Food & Farms is a 501c3 non-profit food hub operating in Spruce Pine, NC. Programming looks to connect local farmers with local markets and increase access to local food across Western North Carolina. TRACTOR's agricultural network includes over 50 small farms in eight counties.

Summary: The Program Team Associate is responsible for the storage, packing and distribution of TRACTOR product on the warehouse floor and at distribution locations. This associate will regularly interact with customers and community partners, representing the organization and its product.

Principle Responsibilities:

- Safely operate refrigerated box trucks, vans and other vehicles to deliver produce and food products to wholesale buyers, partner agencies, and client households.
- Receive produce and other farm products from network farmers across Western NC.

- Maintain cold chain standards during transportation to preserve product quality and meet food safety requirements.
- Serve as a professional and friendly representative of TRACTOR while interacting with farmers, customers, and community partners.
- Communicate clearly with the operations team regarding delays, issues, or changes to delivery/pickup schedules.
- Document any delivery discrepancies and report issues promptly with support from the Logistics Coordinator.
- Maintain accurate delivery logs, pick-up sheets, and temperature records.
- Ensure all required documentation is completed and turned in on time (e.g., invoices, receipts, BOL signatures when necessary).
- Assist with inventory reconciliation when loading or unloading products.
- Conduct pre-trip and post-trip vehicle inspections, reporting any maintenance needs or mechanical issues.
- Keep delivery vehicles clean, fueled, and in good working condition.
- Secure cargo properly to minimize damage and ensure driver and product safety.
- Assist with loading and unloading product at TRACTOR's facility and delivery sites.
- Occasionally support warehouse or packing activities when not driving, such as sorting, labeling, or staging orders.
- Adhere to all DOT, traffic, and food safety regulations.
- Follow TRACTOR's food safety plan, including proper sanitation and handling practices during transport.
- Participate in periodic training for food safety, driver safety, and emergency procedures.

Requirements & Competencies:

- Thorough understanding of food QA/QC to ensure quality and condition of all produce handled
- Basic understanding of food product varieties.
- Acceptance and understanding of a wide range of growing practices and philosophies including conventional, organic, non-certified, permaculture, biodynamic, plasticulture, composting, gardening, etc.
- Must be at least 18 years of age.
- Valid NC Driver's License (CDL not required)
- Must be capable of lifting up to 50lbs repeatedly
- Must be capable of working on foot for several hours at a time.
- Able to operate forklift and pallet jacks (manual and electric)
- Comfortable driving a dually 20 ft box truck.
- Willingness to work outdoors in various weather conditions such as heat, humidity, heavy rain, and cold temperatures
- Flexible and able to operate in a fast-paced work environment

Work Environment: The Program Team Associate will operate in a professional office environment, a food facility, and at vendor and buyer locations including food pantries, restaurants, wholesale distributors, farms, relief organization sites, and more. This role routinely uses technology and equipment such as computers, tablets, printers, label makers, and GPS navigation. TRACTOR is a food and agriculture non-profit, and schedules during the summer months are often hectic and unpredictable. Some flexibility in scheduling between 6a and 7p is required.

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Program Team Member



HIRING: PROGRAM TEAM MEMBERS

Part-Time, Seasonal | April - November | Hourly | Location: Spruce Pine, North Carolina

Compensation & Contract Details:

- Compensation: \$15-\$18/hour, 14 - 24 hours/week
- Location: On-site work at TRACTOR's facility in Spruce Pine, NC.
- Reporting: Program Team Members report to the Warehouse Manager.

About TRACTOR Food & Farms:

TRACTOR Food & Farms is a nonprofit based in Spruce Pine, NC, dedicated to strengthening the local food system by connecting farmers with markets, increasing access to local food, and supporting rural economic development. Since 2012, TRACTOR has helped local farmers transition to fruit and vegetable production, developing innovative sales channels in wholesale markets, with institutional buyers, through food subscriptions (CSAs) and clinical health programs.

Position Overview:

The Warehouse Associate will work closely with the Warehouse Manager to handle all aspects of receiving, storing, packing, and distributing farm products. This individual will assist with facility maintenance, inventory management, and adherence to food safety standards, contributing to the smooth operation of TRACTOR's food distribution programming.

Key Responsibilities:

Facility Operations & Order Fulfillment

- Assist with loading, unloading, receiving, inspecting, grading, and sorting products.

- Label and package products accurately to ensure orders are fulfilled correctly and on time.
- Support the packing, loading, and distribution of orders to partner agencies and client households.
- Maintain organization and cleanliness in warehouse areas to ensure efficient order fulfillment.

Inventory Management

- Conduct regular inventory counts and assist with maintaining accurate records.
- Assist in managing stock of facility supplies, notifying the Warehouse Manager when restocking is needed.
- Monitor product quality and shelf life to reduce waste and ensure the freshest possible products reach customers.

Facility Maintenance & Sanitation

- Clean and sanitize product bins, totes, and packing lines according to TRACTOR's food safety protocols.
- Maintain the cleanliness of the wash and packing areas, equipment, and restrooms.
- Assist with small equipment repairs and ensure that all facility equipment is in good working order.

Food Safety & Quality Control

- Follow TRACTOR's food safety plan, maintaining records of sanitation, cold chain management, and quality control.
- Ensure proper storage temperatures are maintained and that all products meet TRACTOR's quality standards.
- Support compliance with health and safety regulations to protect staff, volunteers, and consumers.

Qualifications & Experience:

- Prior experience in a warehouse, food distribution, or agricultural environment preferred.
- Understanding of food safety practices and quality control standards.
- Ability to lift 50 pounds and work in a physically demanding environment.
- Strong attention to detail and ability to work efficiently in a fast-paced setting.
- Ability to follow safety protocols and maintain accurate records.
- Team player with good communication skills and a positive attitude.

Application Process:

To apply, please submit a resume and cover letter to sierra@tractorfoodandfarms.com using the subject line: "Program Team Member."

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