



Job Posting: Sales Manager

Santa Cruz Permaculture Farm is a coastal 26.5 acre educational farm established in 2022. We grow exceptional fruits, flowers, vegetables, and herbs while enhancing biodiversity, regenerating soils and watersheds, and educating the next generation of food system leaders. Learn about our courses and farm at santacruzpermaculture.com.

Job Description: The Sales Manager works closely with the farm owner and a team of farm managers to oversee and ensure the smooth running and success of our CSA Farm Box subscription service, farmers markets, and wholesale channels. The Sales Manager is the face of the farm to our partner producers and customers, handling customer service, and communicating with customers via newsletters, etc. The position also prepares for and oversees the packing and loading of 70+ boxes weekly (and growing), and runs our farmers market booth on weekends. To read more about our farm, CSA Farm Box, and classes, visit our [website](#).

The Ideal Candidate is organized, has strong computer/office skills, can self manage well, has a passion for food and farming, loves improving efficiency and systems, and can handle annoying customers with grace. While certain parts of the job are independent, a large part of the position entails working with other managers or directing the packing team, which requires building relationships and an understanding of the whole farm's operations. Excited by the idea of splitting your time between the physical work of managing the on-farm CSA pack and farmers markets, and digging in at the office? Good at self management, but enjoy working on a team? This job might be for you. If you're passionate about building a sustainable food system and ready to take your farming career to the next level, we'd love to hear from you!

Location: Highway 1 just ten minutes north of Davenport at 640 Cabrillo Highway, Pescadero.

Schedule: 5 days/week (36 hours/week) Thursday to Monday. Alternatively, for the right candidate, the position could be 3 days/week (24 hours/week) on Thursday, Friday and Monday, if you do not want to run our weekend farmers markets.

Compensation:

- Competitive pay based on experience. \$18-20/hour depending on experience and ability to be self-directed.
- While we do have on-site housing, it is very limited. Please mention in your application if you are interested in on-farm housing, or if your acceptance of the position would be dependent on housing.
- Possibility for unpaid leave during winter.

- Up to 5 days paid sick leave annually.
- We often have extra produce to share with employees.
- Work in a beautiful location surrounded by nature and like-minded individuals in a vibrant, supportive farming community.
- Opportunity to deepen knowledge and practice in permaculture and regenerative farming. This includes both “learning on the job” as well as participation in our courses outside of work hours.

Qualifications

- Must have 2+ years experience working on a mixed vegetable farm, previous experience with CSA, or other applicable sales/management experience.
- Basic Spanish language skills: many on-farm staff are solely Spanish-speaking.
- Willingness to work in a dynamic and fast paced work environment, both with a team and independently, and keep track/records of moving parts.
- Be punctual.
- Have reliable transportation.
- Communicate your needs proactively.
- Receive and give feedback gracefully, and integrate constructive feedback.
- Avoid taking time off during peak season (June-October).
- Verizon is the only cell service that works on the farm and it's highly recommended.
- Familiarity with permaculture, and Santa Cruz Permaculture
- CA Driving License
- Clean driving record
- Able to lift and carry 50 pounds
- Strong organizational, communication, and collaboration skills
- High level of attention to detail and time management
- Dependable with thorough follow through; Trustworthiness
- Ability to work within a team and with a high level of autonomy

Responsibilities and Duties

On-Farm/Crew Management

- Prepare and manage packing of CSA boxes on Friday, including directing a crew of 4-8 people.
- Train and monitor quality of work of those supervised & provide employee performance feedback
- Work closely with the Managers (farm owner, crop production manager) to ensure the overall successful operation of the farm and coordinate preparation for CSA pack/delivery
- Being willing to help out with other farm related work when CSA responsibilities allow (harvest, greenhouse, field production tasks, other office tasks, etc.

- Help maintain a positive team spirit and professional & safe workplace for everyone, and communicate to other managers or owners if there are issues that need to be addressed.
- Attend regular staff meetings (1-2x/month)
- Ensure compliance with labor laws & company policies (breaks, access to water & bathrooms, etc.)
- Coordinate training of those supervised.
- Issue verbal and written warnings when necessary, in a professional manner, and keep the required documentation of such warnings (ex: track tardiness, document inappropriate or unprofessional behavior).

Customer Service/Administrative Tasks

- Maintain and update sales related records (google docs, sheets)
- Maintain and update our online CSA management software
- Act as the “face of the farm” to CSA members. Respond to customer questions, complaints, etc. in a timely manner via email.
- Contribute to a weekly sales e-newsletters.
- Establishing and maintaining a positive working relationships with our partner producers and pickup site hosts.
- Oversee and manage the delivery drivers.
- Keep track of supplies necessary for the CSA and make sure they get restocked as necessary, communicate maintenance needs/new supply needs to farm owner.
- Process and keep track of sales payments and registrations (online)
- Help organize at least one farm open house/on farm event annually (don’t worry, we all chip in to make this happen).
- (if interested) post on instagram to promote CSA, farm updates, etc

Wholesale Sales Channels (restaurants, catering, wholesalers etc.)

- Continuing our good relationships with customers and developing new customers.
- Deliveries throughout the week
- Recordkeeping and tracking sales

Farmers Markets

- Our ideal candidate will run our weekend farmers market booths however it's also possible for you to work Thursdays, Fridays, and Mondays and we can have another employee run our farmers markets.
- Depending on the market and travel time, shifts start at 6 or 7 am and end between 2 and 3 pm. This is a physically and socially demanding position requiring heavy lifting and a lot of sales and customer service. Marketeers will need to be in good physical health condition to carry out the required labor responsibilities as the job involves repetitive tasks and standing for long periods of time.

- Loading, driving, and unloading a delivery vehicle
- Retail sales and cash handling
- Detailed recordkeeping
- Take photos and videos for our marketing

Weekly work schedule (Thursday to Monday)
Could Be Thursday, Friday, Monday for the right candidate

Monday (half day)

- **Enter and review sales records from the previous week**
- Updating our inventory (mostly at warehouse) and fulfilling orders
- **Sales team field walk. We create the farm boxes before end of day Monday.**
- Review upcoming week's specials
- **Creating weekly sales newsletters**
- Prep labels or supplies
- Assist other managers
- Other meetings and emails
- **Make deliveries to wholesale customers**

Tuesday (day off)

Wednesday (day off)

Thursday

- **Pick up items from partners and producers**
- **Administrative tasks on the farm - printing labels and reports**
- **Make deliveries to wholesale customers**
- **Oversee packing of boxes**

Friday

- **Oversee packing of boxes**
- Stock our farmstand
- **Delivery driver**

Saturday

- **Farmers market**
- **Recordkeeping**
 - **Capture Harvest and Load Lists**
 - **Update inventory for tomorrow's FM**

Sunday

- Farmers market
- Recordkeeping
 - Capture Harvest and Load Lists
 - Update inventory records so we can sell anything we have left before it spoils
- Donations

To Apply

The position is open until filled. [Please fill out our job application here](#) Please include:

- 1-2 page cover letter addressing the questions: Why are you interested in and uniquely qualified for this position? How does this position align with your values and long-term goals? Why farm? Why are you interested in working at SCP Farm? What do you bring to the table? What are your growth points?
- Resume
- 3 references