

COASTAL FOODSHED

Position: Virtual Market Manager

Organization History: Coastal Foodshed (CFS) is a non-profit farmer food hub based in New Bedford, MA. Our mission is to strengthen the local food economy by making it easier for growers to sell, and consumers to buy healthy, affordable, local foods, with a focus on making locally grown and made food more equitably accessible to marginalized and/or food insecure households in New Bedford. We sell and distribute local food to community members, restaurants, farmers, schools, and food pantries through both retail and wholesale channels. Coastal Foodshed is a growing organization and currently going through a transition phase to expand food hub operations including building out a new space at the Kilburn Mill.

Position Overview: We are hiring a new position to manage our e-commerce platform, Coastal Foodshed's Virtual Market. The Virtual Market was started in 2020 in response to the pandemic and has grown into an important component Coastal Foodshed's farmer food hub operations delivering local food to 19 towns across the Southcoast of Massachusetts and into parts of southern RI. This is a new position at Coastal Foodshed that will be responsible for scaling operations, driving direct-to-consumer sales, managing product listings, packing/aggregating orders, coordinating with vendors, and ensuring a seamless customer experience on the platform. This is a good position for someone who is interested in building something from the ground-up. This role requires a combination of strategic thinking, strong communication skills, and a good understanding of e-commerce operations. This position will manage the Delivery and Operations Assistants and report directly to the Director of Operations.

Responsibilities:

- **E-commerce Strategy:** Develop and implement strategies to drive direct-to-consumer sales, increase customer engagement, and enhance the overall user experience on the Virtual Market platform.
- **Vendor Management:** Onboard new vendors, manage existing vendor relationships, and ensure that product listings are accurate and up-to-date.
- **Order Packing and Aggregation:** Coordinate and implement the packing and aggregation of orders, ensuring accuracy, efficiency, and timely fulfillment while maintaining quality standards.
- **Routing and Delivery Logistics:** Manage routing and delivery software to optimize delivery routes, track deliveries in real-time, and ensure timely and efficient delivery of orders to customers.
- **Marketing and Promotion:** Collaborate with the CFS team to develop and execute promotional campaigns, including email marketing, social media promotions, and targeted advertising.
- **Customer Support:** Provide exceptional customer support by promptly addressing inquiries, resolving issues, and ensuring customer satisfaction.

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- **Analytics and Reporting:** Monitor key performance indicators (KPIs), analyze sales data, and generate reports to track progress and identify opportunities for improvement.
- **Platform Maintenance:** Oversee the maintenance and functionality of the Virtual Market platform, including troubleshooting technical issues and implementing updates as needed.
- **Staff Management:** Hire, train, and supervise Virtual Market staff ensuring they adhere to company policies and procedures, provide excellent customer service, and operate vehicles safely.

Requirements:

- Proven experience in e-commerce management, with a minimum of 2 years in a similar role.
- Strong understanding of e-commerce platforms and technologies, including proficiency in using online marketplaces and content management systems.
- Excellent communication skills, both written and verbal, with the ability to effectively collaborate with cross-functional teams and external partners.
- Analytical mindset with the ability to interpret data, identify trends, and make data-driven decisions.
- Demonstrated ability to manage multiple projects simultaneously and prioritize tasks in a fast-paced environment.
- Knowledge of digital marketing strategies and tactics, including SEO, SEM, and social media marketing.
- Experience with customer relationship management (CRM) software and online payment systems.
- Detail-oriented with a focus on accuracy and quality assurance.
- Ability to work independently with minimal supervision, while also being a team player who is willing to collaborate and support others as needed.

Preferred Qualifications:

- Experience working in the food industry or with agricultural products.
- Previous experience managing online marketplaces or virtual stores.
- Knowledge of HTML, CSS, and other web development languages.
- Passion for sustainable food systems and a commitment to promoting local agriculture.

Hours & Benefits:

This is a full-time, exempt position with a salary of \$50,000 with ample room for salary growth as the Virtual Market expands. Benefits include SIMPLE IRA retirement plan after 1-year, health insurance, paid time off, 11 paid holidays with a 1-week holiday break, professional development, local food stipend, employee discounts, access to some of the best local food around, and working in a fun, exciting environment with smart, passionate people who love

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food and working to make real changes to our food system!

How to Apply:

Please send a resume and cover letter detailing why you would like to work in this position at Coastal Foodshed to localfood@coastalfoodshed.org with subject line: "Virtual Market Manager" in the subject line. The position is open until a suitable candidate is identified; an ideal start date would be May 1, 2024.

Coastal Foodshed values a diverse, equitable, and inclusive workplace and strongly encourages women, people of color, LGBTQ+ folks, people with disabilities, members of ethnic minorities, foreign-born residents, and veterans to apply. Applicants will not be discriminated against because of race, color, creed, sex, sexual orientation, gender identity or expression, age, religion, national origin, citizenship status, disability, ancestry, marital status, veteran status, medical condition, or any protected category prohibited by local, state, or federal laws.