

## **Position Description**

### **Dane County Farmers' Market Cookbook Sales & Marketing Manager**

The Dane County Farmers Market Cookbook Committee is contracting for a part-time Sales & Marketing Manager to assist with the sale of the DCFM Cookbook. Publication date is anticipated for June 2023.

The Sales & Marketing Manager will report and work with the DCFM Cookbook Committee (which includes DCFM members and a cookbook author), and will also interface and collaborate with DCFM staff, the book publisher, and potential volunteers.

**Job Description:** The Sales/Marketing Manager is responsible for creating and maximizing opportunities for sales of the DCFM Cookbook, and for managing direct sales. Areas of responsibility include social media, events, publicity and public relations, and direct sales at various venues. The Sales/Marketing Manager is also responsible for keeping an accurate inventory of books, revenue, and related expenses from book sales.

#### **Primary Responsibilities:**

1. Social Media – Press releases, media kits, posting for Website, Facebook, Twitter, Instagram, Blogs, etc.
2. Events – Book launch party, book signings, book festivals, cooking demonstrations, presentations etc., at farmers' markets, bookstores, specialty food stores, gift shops, libraries, etc.
3. Publicity – Press releases, media interviews, advertising, targeted mailings, spotlight features, testimonials, review copies, printed materials, etc.
4. Direct Sales Management – Handling sales at various venues and events, maintaining supplies, etc.
5. Inventory and bookkeeping – including weekly reconciliation of sales and revenue, and maintaining an accurate count of books available, books sold, etc. and report weekly.

#### **Qualifications:**

The ideal candidate will have many of the following qualifications,

1. Organizational and writing skills
2. Experience with Public Relations/Marketing/Sales
3. Advanced education in Marketing/Journalism/Business
4. Basic knowledge of social media and digital marketing skills.
5. Energetic self-starter.
6. People skills
7. Knowledge about the DCFM organization and its members.
8. Public speaking experience.

**Timeframe:** Beginning in April of 2023 and continuing through December 2023\*

\*The start date time may be adjusted based on final publication date – also additional time may be added if the DCFM Cookbook goes to reprint.

**Pay/ Location:** This is a part-time, temporary position that averages 10 hours per week with a pay rate of \$20/hour. When not at cookbook events, job duties are performed remotely.

**How to Apply:** Please submit a resume and cover letter to Ted and Joan Ballweg at [chilies@tds.net](mailto:chilies@tds.net) by 11:59PM on February 17, 2023. The ideal start date is April 2023.