

DCFM Cookbook PR & Marketing Manager

The Dane County Farmers Market Cookbook Committee is contracting for a temporary, part-time PR & Marketing Manager to manage the promotion and sale of the DCFM Cookbook.

The PR & Marketing Manager reports to and works with the DCFM Cookbook Committee, and interfaces/collaborates with DCFM staff, the book publisher, author, and volunteers.

Job Description: The PR & Marketing Manager is responsible for creating and maximizing opportunities for sales of the DCFM Cookbook. Areas of responsibility include overseeing, special events, publicity and public relations, and developing accounts beyond Madison, WI area.

Primary Responsibilities:

1. Publicity – Press releases, media interviews, advertising, targeted mailings, soliciting media features, testimonials, book reviews, handling related printed materials, media kits, etc.
2. Develop accounts beyond Madison, WI area.
3. Help determine possibilities for trade distribution companies, Amazon, etc.
4. Working with current DCFM staff on local marketing as needed.

Qualifications:

The ideal candidate will have many of the following qualifications,

1. Organizational, managerial, tech and writing skills
2. Experience with Public Relations/Marketing/Sales, especially related to book or cookbook publishing.
3. Advanced education in Marketing/Journalism/Business
4. Solid knowledge of social media and digital marketing skills.
5. People skills
6. Knowledge about the DCFM organization, purpose and its members.
7. Public speaking experience.
8. Enthusiasm for and/or experience in food and cooking.

Time Frame & Schedule: Temporary Position, estimated to be 6 to 12 months, depending on progress.

Beginning ASAP

Weekly hours will vary, and there will be flexibility. We anticipate that the average will be about 10-15 hours per week with more at the beginning of tenure and for special marketing focuses.

How to Apply

Please submit a resume and cover letter to the DCFM Cookbook Committee at cookbook@dcfm.org.