

## **SW Michigan Local Food Coordinator | Job Description & Responsibilities**

Taste the Local Difference (TLD) builds consumer demand for local food and helps farm and food entrepreneurs build successful, well-connected and thoughtful businesses.

The TLD Local Food Coordinator (LFC) reports directly to the CEO and is responsible for completing services benefiting the local food and farming community of a specific region. Their role is integral to TLD. The ideal candidate is immersed in the local food scene of Southwest Michigan and passionate about community. They have writing and sales experience as well as strong interpersonal skills.



The TLD Local Food Coordinator is expected to:

1. Adhere to TLD's Founding Principles:
  - Develop Authentic Relationships and Collaboration
  - Maintain and Defend the Integrity of Local
  - Help Local Farms and Food Businesses Succeed
  - Support Diverse and Innovative Markets for Local Food
  - Create Free Educational Resources
  - Build the Demand for Local Food
2. Meet Collectively Determined Sales Goals
  - These are valuable marketing services sold to farms and food businesses
3. Attend Regional Local Food Meetings and Events
  - Engage in the local food system, contribute to networks and strengthen regional collaboration
4. Build New Partnerships
  - Explore your region, find the hidden gems and new entrepreneurs
  - Consistently add to our database of local farms and food producers
5. Contribute content as outlined in communications plan
  - Written content for TLD's blog and print publication
  - Social Media
  - Third-Party Media
6. Help fulfill services and contracts sold
  - Support and delegate tasks as needed
  - Provide services required of a local food coordinator in your region
  - Offer excellent customer service
  - Distribute resources and educational materials as needed

This part-time position is offered with a base salary and commission on all sales. This staff member is expected to be living in Kalamazoo or the Southwest Michigan area and have reliable transportation. Applicants should apply online at <http://bit.ly/LFCsouthwestapp> and include an updated resume.