



Farm 2 Facts
Farmers Markets as Leaders in Collaborative Food System Data Collection and Analysis

Job: Marketing Specialist Student Hourly

Pay: \$12/hour

Anticipated start date: ASAP through summer 2022

(Note: the ability to continue through the 2022-2023 school year is preferable)

May work remotely if desired (office space in Music Hall available)

Position Description

The Marketing Specialist Student Hourly joins a start-up organization in managing marketing, customer service, and communications of the Farm 2 Facts (F2F) toolkit.

Selected candidates may work in the Kaufman Lab located in Music Hall or work remotely. The student hourly will report directly to Dr. Edna Ely-Ledesma. This position is for an undergraduate hourly position. The position is not eligible for tuition remission or benefits. Candidates must be able to work 4-8 hours per week, around their class schedule. Hourly pay will be \$12/hour.

Farm 2 Facts (farm2facts.org) is a research-based toolkit that supports farmers' market managers and organizations through social, economic, and ecological data collection. The Marketing Specialist must be comfortable with ambiguous and complex workplace roles, and practice cultural competency to recognize the needs of diverse market managers and organizations and to recognize and switch between formal and informal modes of communication as befitting circumstances. The Marketing Specialist, with guidance from our Project Manager, will be responsible for supporting new members, and market partners via our email account, deploying the Farm 2 Facts marketing program, and regularly updating social media feeds/web pages and marketing materials.

Desired Skills and Experience

- Communication/writing skills with great attention to detail in blog production
- Experience in deploying marketing campaigns and/or email marketing
- Proficiency in Adobe, Microsoft Office, and willing to learn other computer skills.
- Ability to work collaboratively and independently.
- Familiarity with WordPress (website design platform), MailChimp (email listserv), Active Campaign (marketing tool), Instagram, and/or Facebook

Preferred:

- Knowledge and interest in food systems and farmers markets.
- Knowledge and interest in marketing, public policy, and/or social science research.



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Apply

Send the materials below to Nadia Alber at nalber@wisc.edu

1. Cover letter
2. A resume/CV
3. Contact information for three professional references