

Taste the Local Difference | General Description

Taste the Local Difference (TLD) is a local food and farming marketing agency, with a mission to sell more local food in the communities we serve and help ensure that access to fresh, healthy local food is available to everyone. With 13 years of experience in developing new markets for local farmers, TLD specializes in building and strengthening relationships in the food system. After years of studying consumer buying behavior TLD has built a strong base of knowledge in encouraging changes to decision-making including healthier eating habits and buying local.



SE Michigan Local Food Coordinator | Job Description & Responsibilities



The TLD Local Food Coordinator reports directly to the Operations Director and is responsible for completing services benefitting the local food and farming community of a specific region. Their role is integral to TLD, as the boots on the ground. They are a voice for the regional food system, focused on building & strengthening relationships between TLD and our many valued partners, as well as drawing ties and connections between every member of the food system. Responsibilities include:

Partnership Renewal

1. Follow Sign-Up Process and report in Nutshell
2. Communicate with partners who have questions
3. Set-up meetings with prospective retailers to engage them in license agreements
4. Manage database to ensure accurate reporting
5. Set Licensee/Listings Goal with Ops Director, strive to meet or exceed the goal
6. Sell Advertising as appropriate

Paid Partner Services

1. Retail Licensees
 - a. Schedule inventory checks, tastings, employee trainings, other promotions
2. In General, make sure paid partners are getting the services they paid for
 - a. Use TLD & YOU and Nutshell to record the activities.
 - b. Schedule Communications for Paid Partners as promised
3. Responsible for review of print maps and communicating with partners about the Guide to Local Food
 - a. Pre-check review and Email Final Check
4. Distribute the Guide to Local Food as necessary
 - a. Make calls to check in on status

Content Generation

1. Social Media
 - a. Content Generation, as requested
2. Newsletter
 - a. Writing a monthly entry in the Local Food Companion, representing SE Michigan
3. Guide to Local Food
 - a. Write content as requested for the annual publication
4. Press Releases
 - a. Create standard format press releases when appropriate

Engage in the Food Community

1. Attend Events on behalf of Taste the Local Difference
2. Join networks to stay connected with local farmers

This position will require a commitment of 10-15 hours per week, at \$15 per hour. Please submit a cover letter and resume with interest to Tricia Phelps, tricia@localdifference.org. The position's start date is as soon as possible.