West 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.

TLD's West Michigan Local Food Coordinator (LFC) is located in West Michigan and is responsible for managing existing, and developing new, local food business relationships for TLD in the region. The LFC focuses on ensuring these relationships are impactful for our food business partners as well as the mission and sustainability of TLD. The ideal LFC candidate has strong communications and relationship building skills, sales and marketing experience, is comfortable with both print and digital media, and is interested in supporting the success of local food businesses.

**TLD West Michigan Local Food Coordinator is expected to:**
1. Meet an annual sales goal of at least $45,000
2. Work collaboratively, and communicate closely, with other TLD staff
3. Develop sales leads for TLD services in West Michigan
4. Maintain and build upon relationships with existing TLD partners in West Michigan
5. Consistently complete required tracking tasks
6. Present themselves professionally in both written and verbal communications
7. Act in a manner consistent with TLD's core values and founding principles
8. Assist local food businesses with their marketing strategy and content development
9. Support outreach efforts for Double Up Food Bucks programming in West Michigan region

**Desired Qualifications:**
1. Strength in building and maintaining authentic relationships
2. Sales and marketing experience
3. Strong writing and content creation skills
4. Basic understanding of website building (coding not required)
5. Comfort with cold calls and in-person visits (when applicable)
6. Quick learner
7. Self directed and comfortable with remote based work
8. Strong time management and organizational skills
9. An interest in local food systems
10. Experience using CRM (Customer Relationship Management) software

Taste the Local Difference® is an equal opportunity employer and does not discriminate on the basis of race, ethnicity, age, religion, gender, marital status, sexual orientation, disability, veteran status, political orientation, or any other characteristic protected by federal, state, or local law. We strongly encourage people of color, LGBTQ+ individuals, and veterans to apply.

This full-time position has a salary of $30,000 with 20% commission and bonuses at sales benchmarks. (Minimum $40,000 with goals met). It includes healthcare after 60 days of employment. This staff member is expected to be living in West Michigan preferably in Kent, Muskegon or Ottawa County.

Applicants should apply online at localdifference.org/west and include an updated resume.