



## Local Food Coordinator

*If you love connecting people to Montana-grown food and have a passion for helping Montana food and farming businesses thrive, this job is for you.*

This is the general job description for all four Local Food Coordinator positions: Northwestern, Western, Central, and Eastern Montana.

### **About Abundant Montana**

Abundant Montana is the go-to resource for local food in the state. Using a revenue-driven product and services model, Abundant Montana is growing a more resilient and reliable Montana food system by (1) building the consumer demand for Montana-grown food, (2) building in-state market channels for Montana food and farm businesses, and (3) building knowledge and relationships so communities can design local food systems that work for them.

Our team of four (4) Local Food Coordinators live in communities across Montana and engage directly with consumers, producers, and community stakeholders. Their objectives are to (1) build consumer knowledge and appreciation for Montana-grown food, (2) add Montana-grown food producers and retailers to Abundant Montana's Find Food and Farms Map, and (3) generate leads to help Montana producers build their in-state sales by using Abundant Montana's marketing technical assistance, business-to-business connections, and promotional support services. This position will work closely with the Sales Manager, to whom the Local Food Coordinators will hand off sales leads and will report to the Director of Community Partners and Sales.

Services offered to our paid Partners include advertising in our annual [Local Food Guide](#) (see 2024 Local Food Guide Media Kit [here](#)), marketing technical assistance, promotion, and business-to-business connections (see marketing services [here](#)).

Abundant Montana is a program of the 501c3 nonprofit organization AERO (Alternative Energy Resources Organization), which is committed to getting more Montana food on ALL Montana plates. We envision a resilient and reliable Montana food system where all Montanans can access and enjoy health-giving, Montana-grown, culturally relevant foods. Currently, 3% of the

food Montanans eat is grown in the state. Our goal is to move Montana from 3% to 33% by 2033.

### **About the Job**

The Local Food Coordinator is a dynamic individual, enthusiastic about supporting the success of local food systems and local food businesses in their region and comfortable with public speaking and presentations. Their core focus is to build engagement with individuals and enterprises in their region and to develop sales leads for the Sales Manager to close. A successful Local Food Coordinator has strong communication and relationship-building skills, excellent attention to detail, and is driven, self-motivated, and eager to help Montana's purpose-driven food and farming businesses grow thanks to Abundant Montana's marketing services. They know how to listen, build connections, communicate value, and get buy-in.

We operate as a start-up, and our culture is one of test-and-iterate. A successful team member must have an affinity for and comfort with change, creativity, joint problem-solving, agility, and experimentation. We're looking for someone who's ready to help us take Abundant Montana to the next level.

In 2024, we are hiring four (4) Local Food Coordinators (LFC) to engage primarily with these four specific regions in Montana.

1. Northwest LFC - Must be based in Flathead Valley
2. Western LFC - Must be based in Missoula Valley
3. Central LFC - Must be based in the Helena Valley or Great Falls area
4. Eastern LFC - Must be based in Gallatin Valley or the greater Billings area

For more details about our regions, see our [website here](#).

AERO/Abundant Montana is working to address a historic lack of representation, inclusion, and equity in the food system sector with effective solutions. We welcome applicants from all life experiences and encourage members of traditionally underrepresented backgrounds to apply, including Indigenous people, people of color, women, people with disabilities, LGBTQ+ people, two spirit and non-binary people.

### **Job Responsibilities:**

- Be an ambassador for Abundant Montana and local food by engaging with consumers and community groups through dialogue, tabling, and presentations sharing about the value of Montana-grown food
- Find and add Montana food and farming businesses to the Abundant Montana Find Food and Farm Map
- Approve and welcome all new listings on the Find Food and Farms Map, and ensure all information is aligned with our brand and style guide
- Meet monthly and annual outreach and lead generation quotas
- Build trusting relationships with Abundant Montana's key client base, including farmers, ranchers, value-added producers, restaurants, retailers, and other food and farm

businesses, to understand their needs and how Abundant Montana can help their businesses thrive, in order to develop well-informed sales leads and internal product development

- Understand Abundant Montana programs and services, and effectively communicate opportunities to businesses
- Communicate frequently with the Sales Manager regarding sales leads
- Use and accurately track engagement data in CRM software
- Lead timely and efficient distribution of Local Food Guides (LFG) in your region, including creating and maintaining a distribution spreadsheet and having 100% of LFGs distributed by annual goal date
- Co-plan annual Abundant Connections producer/buyer meet-up event and other regional events, as relevant

#### Nitty Gritty Expectations:

- Reports to the Director of Community Partners and Sales
- Remote position within the state of Montana
- Travel in-state, primarily within your region, estimated at least 40% of the time, to:
  - Table, speak, and represent Abundant Montana at community events and retailer/producer operations, farmers markets, trade shows, conferences, community gatherings, and more
  - Distribute Local Food Guides
- Subject to 3-month review to evaluate performance; 12-month probationary period from date of hire
- Meet monthly and annual quotas:
  - Offer 18 presentations per year
  - Table at 15 events per year
  - Recruit 10 new newsletter sign-ups per event, or a minimum of 100/year
  - Add 75 new listings to the Find Food and Farms Map per year
  - Meet with 6 new connections per month
  - Generate 15 meaningful, well-vetted sales leads for the Sales Manager per month
- Has a valid driver's license and access to reliable transportation to complete job duties
- Must be able to lift up to 50 pounds

#### Skills Required:

- The ideal candidate is a highly autonomous and high-performing individual with proven experience in outreach and relationship building; has deep regard for the Montana values of stewardship, reciprocity, and kindness; and an appreciation for the value of strong, food- and nutrition-secure communities.
- 3+ years experience in food system work.
- Demonstrated experience and ability to lead presentations and conversations in public settings.
- Fluency with data management softwares (CRM, project management, Google Suite).

- An understanding of why marketing matters to food and farm businesses, and the ability to effectively communicate this to diverse audiences.
- Ability to both understand the value of Abundant Montana products and a business's needs in order to offer them the correct products and services.
- You're a people person; you love talking to people, have excellent interpersonal and persuasive skills, and have no problem maintaining quality relationships with individuals and potential customers.
- Passionate about finding ways to satisfy customers' needs.
- Resilience and a willingness to deal with rejection; doesn't give up easily.
- Excellent organizational skills, including the ability to handle numerous client companies and client leads.
- Always a team player; lifts everyone around them.
- Excellent attention to detail and follow-through; you don't let tasks or follow-ups fall through the cracks
- Needs little instruction.
- Never stops learning.
- Adapts well to change.
- An enthusiasm for and embodiment of AERO/Abundant Montana's core values: Vision-Holders, Greater Together, Compassionate, Accountable, Imaginative Pragmatists, Agile, and Playful.
- Experience in marketing, advertising, and/or the culinary sector is a plus.

#### Compensation and Benefits:

- 1.0 FTE at \$22/hr
- 4-day, 32-hour work week Monday-Thursday; no meetings on Fridays
- Remote work environment within the state of Montana, with twice annual in-person staff retreats and annual company conference
- Employer-funded medical, dental, and vision healthcare benefits
- Unlimited paid time off (including end-of-year office closing December 25-31)
- Remote work stipend
- Eligible for company-sponsored retirement plan with employer match contribution after 2 years of employment.

#### **To Apply**

To apply, email a resume, cover letter, and three (3) references in ONE COMBINED PDF to [erin@abundantmontana.com](mailto:erin@abundantmontana.com) with the subject line "Local Food Coordinator Application - [REGION, i.e. Northwestern]." In your email, please let us know what town you're based in and how you heard about the position.

Applications will be reviewed on a rolling basis beginning July 22, 2024.

Ideal start date is August 5, 2024.

AERO/Abundant Montana is committed to advancing diversity, equity, and inclusion among our staff, volunteers, programs, and partners; and to creating a safe, supportive, and accommodating work community. We are an equal opportunity employer and prohibit the unlawful discrimination against applicants or employees based on race, color, national origin, ancestry, creed, religion, sex, age, disability, genetic information, veteran status, sexual orientation, marital status, gender identity or any other characteristic protected by federal, state or local law.

## BACKGROUND

Founded in 1974 as a statewide grassroots organization, AERO has been working at the intersection of alternative energy, sustainable/stewardship agriculture, and community food systems to promote a more sustainable Montana for all for 50 years. Our niche is bridging knowledge gaps for enduring community impact through solution-driven education.