

# Direct Sales Lead

Red Dog Farm 2018

Red Dog Farm is a certified organic production vegetable and plant starts farm located in Chimacum, Washington on 23 acres of prime agricultural land. We grow over 150 varieties of organic vegetables and 60 varieties of plant starts. We sell through our CSA program, Farm Stand, two local farmers markets, and a variety of retail stores, restaurants, and institutions.

Our mission is to grow beautiful, healthful, safe produce for our customers; meet customer expectations through our reliability and quality; provide a meaningful and safe workplace; respect nature and the resources of the land; and make a profit.

At Red Dog Farm, we are dedicated to producing, distributing and selling large volumes of produce to feed our community. We are very proud that 90% of our produce is sold within a 15 miles radius. We grow and sell produce year-round, in fact our farm stand is open every single day of the year! We employ up to 15 people seasonally, with four- five staying on year-round.

Red Dog Farm is hiring a new direct sales lead to help us provide better service to our customers. The role of the direct sales lead is to manage the direct sales outlets, including two local farmers markets, farm stand, and plant starts distribution to four retail accounts. Additionally this position will perform deliveries to local accounts. This is an excellent position for someone who has spent time working on vegetable farms, has a high attention to detail, and wants more responsibility and a specialized role.

## Schedule and Compensation

The start date for this position is March 1, and compensation is an hourly wage (depending on experience) plus veggies from the fields.

The direct sales position is full time (approximately 40- 50 hours per week, varying seasonally). The weekly schedule is Friday through Tuesday, weekends availability is non-negotiable.

## Qualifications

- Experience with farmers markets
- Experience with plant sales and/or nursery work
- Experience with retail produce handling and display
- Experience and desire to lead the work of others
- At least one year previous experience working in diversified organic agriculture
- Excellent customer service

- Ability to do mental math, without use of a calculator
- Excellent work ethic and positive attitude
- Ability to operate high volume farmers market booths
- Clean driving record and valid driver's license
- Comfortable driving box truck
- Ability to organize tasks, prioritize activities, and meet outcomes independently
- Good record keeping skills and attention to detail
- Excellent communication skills
- Patience and ability to work well with diverse people under stressful conditions
- Flexibility and willingness to address unforeseen events and work needs
- Ability to work effectively on physically demanding jobs for extended periods
- Able to lift 50 lbs repeatedly

## **Primary Responsibilities**

### Farmers Markets

- Manage two weekly fast-paced farmers markets
- Lead loading, transportation, delivery, and set up of the booths
- Manage produce display
- Provide excellent customer service
- Perform cash handling in a fast paced environment
- Maintain sales record sheets and be accountable for till reckoning
- Train and manage the work of two other farmers market staff

### Plant Starts

- Manage displays at four retail accounts
- Take inventory and stock plant starts
- Learn plant varieties, becoming familiar with our stock
- Aim to be observant in the greenhouse, noticing which varieties will be ready soon
- Maintain records and write invoices
- Make deliveries
- Train field crew members to assist you with tasks

### Farm Stand

- Create abundant, attractive produce displays
- Take inventory, stock and order for farm stand
- Organize post-market produce, updating backstock paperwork
- Maintain a pleasant environment, taking initiative on clean-up, signage, etc.
- Collect money and maintain sales record sheets
- Train crew members to assist you with tasks

## **Weekly Schedule**

- Farmers markets account for roughly 50% of weekly hours June- Oct and 25% of weekly hours April- May and Nov- Dec
- Plant starts accounts for roughly 50% of weekly hours April- June
- Farm stand accounts for roughly 25% of weekly hours year-round

## **Application Process**

Fill out Application for Employment and submit along with your resume by email or mail.

**EMAIL:** [office@reddogfarm.net](mailto:office@reddogfarm.net)

**MAIL:** Red Dog Farm

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