

Agriculture and Land Based Training Association (ALBA) Position Announcement

Title: Marketing Assistant

About the Position: ALBA, the Agriculture and Land-Based Training Association, is a non-profit organization which provides training, technical assistance and marketing services to family farmers on the Central Coast of California. ALBA Organics – our wholesale produce distribution operation - seeks a highly motivated, energetic, self-directed person to fulfill the lead sales role. The individual will have the opportunity to grow with our expanding business, while providing important services to farmers through ALBA's marketing education program.

Responsibilities: Based at ALBA's Rural Development Center (RDC) near Salinas and reporting to the Marketing Coordinator (MC), the Marketing Assistant (MA) coordinates produce sales and purchases with ALBA Organics clients and vendors. The scope of responsibilities includes, but may not be limited to:

- Inside produce sales to food service, retail and other wholesale distributors;
- Order entry and invoice generation;
- Inventory control;
- Order assembly;
- Quality control;
- Maintain proactive communications with farmers and customers to ensure their satisfaction;
- Conduct in-field crop reviews (twice weekly);
- Maintain and update Master Crop Plan based on observations and information obtained in field to ensure accurate projections;
- Product delivery twice weekly. Delivery duties include loading, offloading, placement of product in proper locations for each customer, return to warehouse, complete necessary paperwork, and placement of returns in correct storage temperature;
- Attend monthly staff meetings;
- Provide input for appropriate reports;
- Participate in ALBA events;
- Provide support to other staff as needed and directed.

Qualifications: High School Diploma or equivalent; Current California Class C Drivers License with no moving violations; Functional written and oral communication skills in both English and Spanish; Ability to communicate with diverse constituents including clients, farmers, farm workers, colleagues. In addition, the position requires:

- Produce knowledge, ability to identify and describe produce;
- Knowledge of sustainable and organic agriculture and basic understanding of organic certification;
- Ability to perform physical labor, ability to lift up to 40 pounds;
- Computer literate, including use of internet, word processing, spreadsheets, QuickBooks (we are willing to train the right applicant in the use of QuickBooks);

- Strong organizational, analytical and judgment skills and the ability to work independently, at times with minimal supervision, and as part of a team;
- Ability to work well in a fast-paced environment, exhibiting flexibility, able to work on multiple tasks simultaneously and to adjust to competing priorities;
- Community minded, with an interest in non profit organizations, sustainable agriculture and food systems;
- A willingness to work a flexible schedule including early morning, nights and weekends as needed.

Salary and benefits: This is a full-time position with great potential to grow for the right person with interest and initiative. Salary is \$13-16/hour to start, commensurate with experience. ALBA provides an excellent benefits package, including 9 paid holidays annually, health care coverage, and an employer contribution retirement plan.

To apply: Interested candidates should send a resume, cover letter with salary history, and a list of three employment references to: Dina Izzo, Search Committee, ALBA Organics, P.O. Box 6264, Salinas, CA 93912, **fax** 831-758-5315, or **e-mail** <dina@albafarmers.org>. Applications will be considered on a rolling basis until the position is filled. ALBA is an equal opportunity employer and does not discriminate on the basis of race, color, gender, age, religion, sexual orientation or any other characteristic protected by state or federal law.