



Bethlehem Farmers' Market Coordinator

This is a great opportunity to gain management, leadership, interpersonal, marketing, and event-planning skills, while also interacting with the greater Lehigh and Bethlehem communities. Enjoy fresh produce, live music, and sunshine while gaining great contacts and experience!

Job Details:

\$10/hour

10-15 hours per week

Pre-planning begins in late January/early February; market runs May-October

Responsibilities include:

- Presence at weekly market (must be available every Thursday, ~ 10 am – 3:30 pm), including set-up and break-down
- Investigating new marketing opportunities in an effort to bring more patrons to the market
- Finding sponsors for the market and managing the relationship
- Actively participating in social media marketing
- Organizing and/or hiring entertainment for the market and brainstorming new types of entertainment
- Assisting in the development and execution of special events and promotions
- Assisting in drafting press releases related to the market's events
- Assisting in design and distribution of the market's e-newsletter
- Executing a survey (customer and vendor) at the end of the market, compiling data, and including the data in a formal report
- Any other miscellaneous tasks that present themselves throughout the length of the market

Please provide:

- **A resume**
- **Letter of intent regarding interest in the local food movement and Buy Fresh, Buy Local**
- **Contact information for a reference**

To:

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