



# Farm Stand and Communications Coordinator

## *City Farm SLO*

This position will oversee the operations and growth of our Pay-What-You-Can Farm Stand while also leading organizational communications that connect our mission, programs, and impact with the broader community. Reporting directly to the Executive Director, the Farm Stand and Communications Coordinator works closely with staff, interns, volunteers, farmers, and partners to expand outreach. We are seeking a highly organized, self-motivated, and experienced individual who thrives in a small nonprofit environment, enjoys balancing hands-on operational work with strategic communications, and is passionate about sustainable agriculture, community food access, and authentic storytelling.

### **About City Farm SLO**

City Farm SLO (CFS) is a non-profit organization whose mission is to empower the next generation to live healthier, more prosperous lives through sustainable agriculture and farm-based education. We work toward this mission by educating SLO County youth with farm-based programming, enabling small-scale farmers in sustainable crop production, modeling regenerative agricultural practices, and engaging a diverse community of people.

### **About the Pay-What-You-Can Farm Stand**

City Farm SLO's Pay-What-You-Can Farm Stand is a central part of our mission to increase access to nourishing, sustainably produced food while supporting local farmers. The stand offers a vibrant mix of organic and regeneratively grown products, including fresh fruits and vegetables, cut flowers, bread, dried goods, fibers, and proteins. We are proud to offer *City Farm Meats*, including pasture-raised chicken, eggs, and lamb, alongside products from our City Farmer Collaborative.

### **Primary Responsibilities:**

#### **Communications & Community Engagement (60%)**

- Serve as the primary point person for City Farm SLO communications across platforms
- Improve and implement City Farm SLO's existing communications plan to translate organizational priorities and programs into a cohesive communications calendar
- Collaborate with the Executive Director to align communications with fundraising, programs, and strategic goals
- Collect stories, photos, and impact highlights from staff, interns, and volunteers to support storytelling and impact communications for donors, partners, and the broader community
- Develop reusable content systems (templates, content banks, brand voice guidelines)
- Assist with light website content updates as needed (events, program highlights, farm stand info)
- Supervise and mentor interns contributing to social media and communications content
- Lead communications and marketing for major annual events.

- Other projects as assigned.



#### **Expand The Pay-What-You-Can Farm Stand (40%)**

- Serve as the primary coordinator for City Farm SLO's Pay-What-You-Can Farm Stand, ensuring smooth operations and a welcoming, inclusive customer experience
- Train, schedule, and supervise farm stand staff and volunteers. Develop training tools and systems as needed.
- Oversee weekly farm stand operations, including setup, customer service, cash handling, and close-out
- Assess operational needs and implement improvements to signage, displays, point-of-sale systems, and workflow
- Build and maintain relationships with local farmers and vendors aligned with City Farm SLO's values
- Coordinate product mix and pricing strategies that support both farmer viability and community food access
- Track sales data and participation trends, producing monthly reports with insights and recommendations

#### **Required Qualifications:**

- Must be consistently available to work on **Saturdays, 9 AM - 2 PM**. Other hours and days of the week are flexible.
- At least two years of professional experience in communications or marketing activities including social media platforms (IG and Facebook).
- Professional experience using graphic design platforms (Canva or other), web design platforms (WIX), and email marketing platforms.
- Demonstrated organizational and interpersonal skills.
- Demonstrated ability to work effectively in a team environment and carry out assignments independently.
- Dependability, flexibility, and strong work ethic.
- Reliable transportation, valid driver's license, and ability to pass a background check.
- A passion for food and sustainable farming. Alignment with City Farm SLO values including the regenerative practices we use to grow fruits, vegetables, meat, and eggs.
- Comfort handling, selling, and communicating about a full range of farm stand products, including meat and animal products.

#### **Desired Qualifications:**

- Spanish fluency is highly valued.
- Interest in long-term involvement and growth within the organization.

#### **Compensation and Benefits:**

- \$28-32/hour DOE.

- This is a part-time position with potential opportunities to expand work hours and scope of work.
- Free organic produce from City Farm SLO.



**Apply By: January 15, 2026**

**To apply, please send a letter of interest telling us about yourself and detailing your motivations and qualifications for this position, along with a resume and two professional references. Please email application materials to [info@cityfarmslo.org](mailto:info@cityfarmslo.org) with “Farm Stand & Communications Coordinator” in the subject line.**

*City Farm SLO is an Equal Opportunity Employer and as such we value diversity and actively solicit candidates from all ethnic and racial backgrounds. Our Board adopted policy prohibits discrimination in all its programs and activities on the basis of race, color, national origin, ancestry, sex, religion, age, disability, veteran status, political affiliation or belief, sexual orientation, gender identity, marital or family status or any other basis prohibited by law.*