



About This Role:

Juniper Hill Farms in partnership with K-State Research and Extension Local Food Systems is seeking a Local Food Fellow to complete the local food system project: Sales and Marketing Channel Development for the Local Food System.

This partnership and position will help to develop and increase market visibility and presence of local food in Northeast Kansas. This will be done through the identification of current challenges buyers face when procuring local foods, development of marketing materials and pricing guides, streamlining customer ordering programs, and finishing with implementation of developed materials into Juniper Hill Farms 2024 sales program. The goal is to enhance the overall profitability and marketing potential of Juniper Hill Farms, its grower partners, and the local food system as a whole.

Ideally this position will be full-time for eight weeks: February 19th – April 12th, 2024. However, timing is flexible to allow for part-time work for the right candidate.

Responsibilities:

- Conduct regional market research and analysis to identify current trends, needs, potential new marketing channels and identifiable gaps within the region's Local Food System.
- Collaborate closely with Juniper Hill's team and its partner growers to develop new marketing materials, marketing programs, and seasonal promotional materials based on each operation's needs.
- Meet with current and future customers of Juniper Hill Farms from a wide variety of marketing channels to develop uniform, concise, and up to date availability, seasonality, and pricing guides to make the purchasing process easier and more approachable for customers.
- Implement developed materials into Juniper Hill's 2024 sales, marketing and outreach programs for the 2024 growing season and beyond.
- Complete final report to be submitted to K-State Research and Extension Local Food Systems Program Coordinator before finishing fellowship.

Why Join Us:

Juniper Hill Farms, located in Douglas County, Kansas, is a diversified first-generation young farmer owned agricultural operation owned by Scott Thellman. The farm produces nearly 50 acres of both organic and conventional specialty crops annually, while also purchasing and distributing produce from nearly a dozen other growers within the region. Scott's ultimate goal is to further develop the local food system and grow his operation into a 'one-stop-shop' for local food to help increase overall approachability, accessibility, efficiency, and profitability for his customers, his operations and his grower partners both in the short term and the long term.

For more information about K-State Research and Extension Local Food Systems, please visit <http://www.kansaslocalfoods.org/>

We Support Diversity and Inclusion: Kansas State University embraces diversity and inclusion. The university actively seeks individuals who foster a collegial environment and cooperative interactions with coworkers, students, and others. The University is dedicated to promoting the **Principles of Community**.

What You'll Need to Succeed:

Minimum Qualifications:

- Requires a high school diploma or equivalent.
- Excellent communication and interpersonal skills with the ability to communicate, both orally and in writing, with individuals, groups, and through mass media and social media.
- General computer skills including email, internet, and Microsoft Office Programs knowledge with a drive to create high quality digital marketing materials.

Preferred Qualifications:

- Experience working with individuals, groups, and co-workers to accomplish individual and/or group goals, as evidenced by previous leadership roles.
- Ability to self-schedule to meet the diverse schedules of stakeholders within the food system to effectively meet with producers, purchasers, distributors, and end users of local foods across the food industry.
- Familiarity and knowledge of the local food system and the food industry as a whole.
- Approachable communication style and ability to adapt to different situations to help maximize benefits of meeting with stakeholders.
- Experience with a variety of marketing platforms including Canva, WooCommerce, Square, MailChimp, and Google Suite preferred.

Other Requirements:

- Applicants must be currently authorized to work in the United States at the time of employment.
- Applicants must have a valid driver's license and access to transportation.

How to Apply:

Please submit the following documents to Amanda Lindahl, Local Food System Program Coordinator: alindahl@ksu.edu AND Scott Thellman, scott@jhf-ks.com.

1. Letter of interest
2. Resume

Screening of Applications Begins: November 15, 2023

Stipend Amount: \$5,440 for the 320-hour fellowship project

Equal Employment Opportunity: Kansas State University is an Equal Opportunity Employer. All applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender, gender identity, age, national origin, disability, or status as a protected veteran.