



# REGIONAL FOOD COORDINATOR

**Part-Time, Seasonal | April - November | Hourly | Location: Spruce Pine, North Carolina**

Compensation & Contract Details:

- Compensation: \$22/hour, 14 - 24 hours/week
- Location: Regional events and on-site work at TRACTOR's facility in Spruce Pine, NC.
- Reporting: The Regional Food Coordinator will report to the Director of Operations.

## About TRACTOR Food & Farms:

TRACTOR Food & Farms is a nonprofit based in Spruce Pine, NC, dedicated to strengthening the local food system by connecting farmers with markets, increasing access to local food, and supporting rural economic development. Since 2012, TRACTOR has helped local farmers transition to fruit and vegetable production, developing innovative sales channels in wholesale markets, with institutional buyers, through food subscriptions (CSAs) and clinical health programs.

We are seeking a Regional Food Coordinator to organize and assist TRACTOR's partner organizations in collaborative food distribution events across the Toe River Region.

## Position Overview:

The Regional Food Coordinator will play a critical role in food security and food access programs in the region, with a focus on distribution efforts and community outreach. This position requires a motivated individual with experience in food systems and community service.

The Regional Food Coordinator will be responsible for organizing distribution events, supporting and coordinating partner organizations, and engaging with food system stakeholders.

## Key Responsibilities:

### Event Planning:

- Work closely with partner organizations in the region to plan collaborative food distribution programs that provide, educate and strengthen the value-chain of local farm products.
- Enhance community involvement and community capacity building in TRACTOR's collaborative programming.

### Event Coordination:

- Set up and break down food distribution events.
- Coordinate volunteers and assign tasks.
- Maintain product quality and food safety measures during distribution events.
- Coordinate with partner agencies to plan and implement community food programs rooted in values of dignity, equity, and collaboration. Lead all parts of the program, including produce procurement, transportation, distribution, and educational programming.
- Ensure a culture of safety, respect, and dignity for all program volunteers, staff and participants in alignment with TRACTOR's Personnel Policies and Procedures.
- Manage equipment for the community food sharing programs.

### Tracking & Reporting:

- Review and amend program evaluation tools with community stakeholders to ensure the delivery of programs reflect the needs and resources of participants.
- Communicate community feedback to operations on food preferences, barriers to access, and general social determinants of health.

## Qualifications & Experience:

- Experience in food systems, particularly in food production and distribution.
- Strong understanding of quality control, cold chain and food safety.
- Experience in event coordination and planning.
- Familiarity with grant and program reporting.
- Understanding of culinary and food preparation is preferred.
- Skill in communication, presentation, and networking.

- Ability to work independently and collaboratively with respect to the organization's broader pace.

## Application Process:

To apply, please submit a resume and cover letter to [sierra@tractorfoodandfarms.com](mailto:sierra@tractorfoodandfarms.com) using the subject line: "Regional Food Coordinator."

**Applications submitted outside of this process may not be considered.**

TRACTOR Food & Farms  
10992 NC HWY 226, Spruce Pine NC 28777  
(828) 536-0126  
[www.tractorfoodandfarms.com](http://www.tractorfoodandfarms.com)



# SALES & MARKETING CONTRACTOR

**30 Month Contract Position | Full-Time | Location: Spruce Pine, North Carolina (Hybrid) | Hiring Period 3/1/2025 - 4/11/2025**

Compensation & Contract Details:

- Contract Duration: 30 month contract (5/1/2025 – 10/31/2027) with potential for renewal.
- Compensation: \$54,000-\$61,000 annual contract salary. Reimbursement on travel and lodging provided.
- Location: Hybrid role with on-site work at TRACTOR's facility in Spruce Pine, NC, and travel across Western NC.
- Reporting: The contractor will report to, and work closely with TRACTOR's Executive Director and Director of Operations.

## About TRACTOR Food & Farms:

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We are seeking a Sales & Marketing Contractor to drive sales growth, expand market opportunities to develop revenue streams for our production network of 200+ small farms across Western North Carolina.

## Position Overview:

The Sales & Marketing Contractor will play a critical role in expanding TRACTOR's market reach, increasing farm product sales, and enhancing brand visibility. This position requires a motivated individual with experience in food and agricultural sales, marketing, and value-chain development.

The contractor will be responsible for building and maintaining relationships with buyers, developing new sales channels, and supporting the organization's efforts to increase local food access through strategic sales initiatives.

## Key Responsibilities:

### Sales Development & Market Expansion:

- Assist in the development, and lead the implementation of a three-year Sales & Marketing Strategic Plan.
- Identify, establish, and maintain relationships with wholesale buyers, institutional markets, retail outlets, restaurants, food banks, and healthcare providers.
- Manage and expand TRACTOR's direct-to-consumer sales programs, including Direct-to-Consumer subscriptions, online ordering, and institutional food access programs.
- Work closely with TRACTOR's operations and development teams to ensure smooth coordination of sales, procurement, and distribution logistics.
- Conduct market research to identify emerging sales opportunities, trends, and potential partnerships.
- Facilitate sales meetings, presentations, and promotional events to engage potential buyers and stakeholders.

### Marketing & Brand Development:

- Oversee the development and implementation of marketing materials, branded packaging, and promotional campaigns to enhance TRACTOR's visibility and credibility in regional markets.
- Assist with branded packaging design, signage, and advertising materials for wholesale and retail distribution.
- Collaborate with TRACTOR's team to develop and manage a web-based ordering system to streamline customer interactions and order fulfillment.

### Value Chain Development & Farmer Support:

- Communicate buyer feedback to operations on pricing, packaging, and product quality to meet buyer expectations.
- Develop and promote new product offerings by working closely with farmers and food system partners.
- Assist farmers in navigating food safety standards and post-harvest handling practices to meet wholesale and institutional buyer requirements.
- Conduct educational sessions on market access, food trends, and sales strategies for TRACTOR's farm network.

### Data & Performance Tracking:

- Track and report on sales performance, market trends, and buyer engagement.
- Maintain records of new accounts, sales volume, pricing trends, and buyer feedback.
- Support grant reporting requirements by documenting project milestones and performance metrics.

## Qualifications & Experience:

Due to the nature of our work, which often challenges and competes with dominant industrial food systems, TRACTOR most values creativity and innovation in our employees. While we seek an individual with a portfolio of sales and marketing experience, it is not our intention to enter the market in a traditional way. Applicants should be comfortable with exploration, risk, and even failure.

- Experience in food sales, agricultural marketing, or business development, preferably in local or regional food systems.
- Strong knowledge of wholesale markets, institutional food purchasing, and direct-to-consumer sales models.
- Experience in sales account management, relationship building, buyer negotiations, and contract management.
- Familiarity with food safety regulations, post-harvest handling, and product sourcing.
- Proficiency in market research, data analysis, and sales reporting.
- Strong communication, presentation, and networking skills.
- Ability to work independently and manage multiple projects at a pace collectively determined by the organization..

# Application Process:

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