



Position Description: Farm Kitchen and Marketing Coordinator

Mission and Organizational Overview

Re:Source Cleveland is a 501(c)(3) nonprofit organization with a mission to serve international newcomers as they navigate challenges and collaborate with them to reach their dreams in Greater Cleveland. The organization was established in 2010 and works with a newcomer population that includes former refugees, humanitarian parolees, asylees, and individuals with temporary protected status. Our organization's goals and objectives revolve around being responsive to the needs of northeast Ohio's newcomers as they rewrite the story of their families' futures in a new home. The organization's programs are critical to both the short- and long-term economic success as well as the social and emotional integration of these NEO community members.

Ohio City Farm is a social enterprise of Re:Source Cleveland which carries out the Re:Source mission through fair wage employment for international newcomers. The farm employs a team of newcomers to grow produce and operate a farm store and kitchen on 5 acres in Cleveland's vibrant Ohio City neighborhood. The farm is located just steps from the bustling W 25th corridor and abuts the future 25-acre Irishtown Bend Park on the banks of the Cuyahoga River.

Position Reports to: Farm Store & Kitchen Manager

Position: Full time, 40 hours/week (with weekend availability)

Expected Start Date: Immediate

Salary: \$43,000 - \$45,000

Position Overview:

Re:Source Cleveland (RC) seeks a **Farm Kitchen and Marketing Coordinator** to support the day-to-day operations of the farm kitchen while helping to promote Ohio City Farm (OCF) products, events, and Community-Supported Agriculture (CSA) program through engaging marketing and communications. This position is a hands-on, highly collaborative role that balances approximately 15 hours per week of farm kitchen responsibilities—including supporting recipe development, maintaining food safety requirements, and supervising kitchen activities—with approximately 20 hours of marketing responsibilities, including photography and video, social media, website management, and email marketing. An additional 5 hours will support general farm and farm store operations. The ideal candidate is organized, self-directed, creative, and comfortable working across both kitchen and marketing functions, with an interest in local food, urban agriculture, and the organization's vision of a community where every newcomer is thriving.

RESPONSIBILITIES:

a. Marketing (20 hours/week)

Content Capturing:

- Gather compelling photos and videos of farm happenings, store products and events, CSA program and more for use in OCF and RC marketing
- Use basic photo and video editing tools to prepare content for use

Social Media:

- Create social media posts (photo and video) relevant to the farm's seasonal marketing goals, store products, and events
- Collaborate with local partners, other RC programs, and vendors to create and share content
- Plan and execute social media marketing strategy for annual CSA sales
- Monitor farm social media accounts by responding to messages and comments, interacting with and sharing tagged content, and more

Newsletters:

- Write bi-weekly farm store newsletters
- Plan and execute email marketing strategy for annual CSA sales
- Assist Farm Store & Kitchen Manager with weekly CSA newsletters
- Answer or redirect customer inquiries via email

Website:

- Make timely content edits to OCF website related to CSA sales, events, and farm store
- Monitor website newsletter subscription forms and regularly update farm subscriber list in Constant Contact

Other:

- Create and execute annual farm marketing plan in collaboration with RC Marketing & Communications Manager
- Maintain OCF and RC brand identities across platforms, website, newsletters, OCF merchandise, store labeling and farm signage
- Participate in OCF administrative team weekly meetings and seasonal planning sessions related to farm and store offerings, events, and marketing

b. Farm Kitchen (15 hours/week)

Operations:

- Obtain Ohio Manager Certification in Food Protection in a timely manner
- Work in conjunction with Farm Store & Kitchen Manager to ensure all relevant food safety requirements are met
- Participate in any food preparation or cleaning in the commercial kitchen when needed
- Supervise kitchen activities when Farm Store & Kitchen Manager is not present
- Support kitchen team in maintaining a clean and organized work environment

- Collaborate with Farm Store & Kitchen Manager and OCF field and kitchen teams to source and process ingredients
- Facilitate retail and subscription sales of kitchen products

Recipe Development:

- Support cooks from varied cultural backgrounds in developing new recipes with international flavors and local ingredients
- Ensure that existing recipes are executed with consistent quality and work

c. General Farm & Store (5 hours/week)

Merchandising:

- Assist with setting up store displays for convenient and pleasant shopping experience
- Support retail team in keeping store stocked, organized, and visually presentable
- Assist with receiving and processing incoming product deliveries as needed

Customer Service:

- Support retail team breaks by greeting and assisting customers in the farm store, addressing questions and inquiries in a welcoming and knowledgeable manner
- Monitor and respond to customer questions submitted via email and social media in a timely and professional manner
- Represent the organization and farm with enthusiasm and a commitment to excellent service

Other:

- Take part in farm team activities as needed. On a small farm, we all chip in and share the load with certain tasks! This could mean lending a hand with potato harvest, moving picnic tables, distributing CSA boxes, making a delivery in the farm van, or cleaning the bathroom and break room.

Physical Demands of Role

- Ability to lift up to 40-50 lbs (receiving inventory, working with bulk ingredients, restocking)
- Extended periods of standing for kitchen work
- Comfortable navigating farm terrain in varied weather conditions to collect content and support operations

QUALIFICATIONS

Required:

- Commitment to the mission and values of the organization
- Interest in refugee and newcomer services
- At least 1 year experience in a role related to any of the above responsibilities
- Demonstrated ability to work well with a diverse team and self-manage job responsibilities and timelines
- Work or personal experience with organic farming, CSA programs, or farm-to-table cooking
- Ability to receive and respond positively to constructive feedback
- Fluency in English

- Valid driver's license, clear driving record, valid personal vehicle insurance

Preferred:

- Experience or familiarity with the following tools and platforms:
 - Constant Contact
 - Square/squarespace
 - Wix
 - Canva
 - CapCut, Instagram Edits
 - In-phone photo editing tools or basic Lightroom app
 - Instagram, Facebook
 - Hootsuite or other scheduling tool
 - Point of Sale (POS) system

PERKS:

- Medical benefits with optional vision and dental coverage & health savings account
- IRA savings plan with employer contribution
- 12 paid holidays and generous PTO
- Yearly bonus
- Parental leave
- Flexible work schedule
- Join a diverse, creative, passionate and talented team

**Interested candidates should submit the following to Lenny Luckadoo at
Lenny@resourcecleveland.org with subject "Farm Kitchen & Marketing Coordinator":**

- Cover Letter
- Resume
- Three professional references