

Farm Stand Sales Lead & Community Coordinator

Company Information

Organization Name: Helpings of Hope, Inc.

About Our Organization: Helpings of Hope, Inc. is a nonprofit organization dedicated to eliminating hunger and food waste, and creating food security through community-driven projects that provide affordable, nutritious food for people in areas that would be considered food deserts. We have three vision areas: community gardens, food and nutrition education and a future community café.

Website: www.helpingsofhopeindy.org

FLSA Status: Non-exempt

Prepared Date: 03-20-26

Effective Date: 04-20-26

Hiring Manager Job Title: Executive Director

Job Level: Individual Contributor

Employment Status: Part-time, Seasonal

Primary Location: HOH Farm Stands, Mobile Farm Stands, Farmer's Markets around Indianapolis

Other Locations: Helpings of Hope Office-Nora, Helpings of Hope Farms-Nora, Helpings of Hope Farms-John Boner

Job Summary

We are seeking an enthusiastic and passionate individual to fill the position of Farm Stand Sales Lead & Community Coordinator to **drive sales, build community, and expand access to fresh, local food**. This role is ideal for someone who is passionate about **food justice**, thrives in a customer-facing environment, and enjoys working with **immigrant and diverse communities**.

Bilingual or multilingual candidates are strongly encouraged to apply.

Key Responsibilities:

Sales & Customer Experience (Primary Focus)

- Lead daily farm stand operations with a focus on **maximizing sales and revenue**
- Actively engage customers to promote products and educate about farm offerings
- Maintain attractive, well-stocked, and strategically merchandised displays
- Track sales trends and recommend pricing, promotions, and product placement improvements
- Handle transactions accurately using POS systems (cash, card, digital payments)
- Deliver exceptional customer service that builds loyalty and repeat business

Volunteer Coordination

- Recruit, train, and schedule volunteers to support farm stand operations
- Provide clear guidance and supervision to ensure a positive and productive experience
- Foster a welcoming, inclusive, and team-oriented environment
- Recognize and retain volunteers through engagement and appreciation efforts

Inventory & Product Management

- Monitor inventory levels and coordinate restocking with farm production teams
- Ensure product quality, freshness, and proper labeling
- Assist with harvest planning feedback based on customer demand and sales data

Marketing & Community Engagement

- Support marketing efforts including social media, signage, and local outreach
- Help organize special events, promotions, and farm stand activities to boost traffic
- Represent the farm positively within the community

Operations & Administration

- Maintain cleanliness, organization, and compliance with health/safety standards
- Track daily sales, volunteer hours, and basic reporting metrics
- Assist with opening/closing procedures and general farm stand upkeep

Qualifications

- Experience in **retail, sales, or customer service** (farmers market or food retail preferred)
- Strong interpersonal and communication skills
- Proven ability to **drive sales and engage customers**
- Experience managing or coordinating volunteers or teams is a plus
- Organized, reliable, and able to multitask in a fast-paced environment
- Passion for **food justice, community work, and equitable food systems**
- Experience working with **immigrant and multicultural communities**
- **Bilingual or multilingual skills strongly preferred** (e.g., Spanish, French, etc.)
- Comfortable working outdoors in varying weather conditions
- Ability to work independently and as part of a team.

Education and Experience

We recognize that strong candidates may come from nontraditional backgrounds.

Relevant lived experience, community leadership, and multilingual skills are valued as much as formal education.

- High School Diploma - or the equivalent (for example, GED)
- **Additional education in agriculture, food systems, business, or a related field is a plus**
- **1–3 years of experience** in retail, sales, customer service, or farmers markets
- Driver's license is a must

Knowledge

Customer and Personal Service - Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.

English Language - Knowledge of the structure and content of the English language including the meaning and spelling of words, rules of composition, and grammar.

Administrative - Knowledge of administrative and office procedures and systems such as word processing, managing files and records, designing forms, and workplace terminology.

Public Safety and Security - Knowledge of relevant equipment, policies, procedures, and strategies to promote effective local, state, or national security operations for the protection of people, data, property, and institutions.

Mathematics - Knowledge of arithmetic, algebra, geometry, calculus, statistics, and their applications.

Computers and Electronics - Knowledge of electronic equipment, and computer hardware and software.

Communications and Media - Knowledge of media production, communication, and dissemination techniques and methods. This includes alternative ways to inform and entertain via written, oral, and visual media.

Skills Competencies:

Work Context

Communication - Must be able to work with different cultures.

Responsibility for Others - Responsible for the safety of volunteers and other team members.

Physical Demands: Standing for extended periods; lifting and carrying produce, boxes, or supplies (typically 20–40 lbs)

Repetitive Motion: Frequent bending, reaching, and handling of products

Slips, Trips, & Falls: Uneven ground, wet surfaces, or crowded market conditions

Tools & Equipment: Use of basic farm tools, tents, tables, and point-of-sale equipment

Traffic & Transport: Loading/unloading vehicles and working near parking or delivery areas

Food Safety Risks: Handling fresh food products, requiring adherence to cleanliness and food safety practices

Cash Handling: Responsibility for cash and transactions in a public-facing environment

Interpersonal Stress: Fast-paced environment with high customer interaction, including conflict resolution when needed

Allergens & Environmental Exposure: Contact with pollen, dust, insects, and farm environments

Work Attire -Legs and arms must be covered. closed-toe shoes or boots are required. Avoid all loose clothing and jewelry.

Pace and Scheduling - Must be a self-starter and work independently. Good time manager to complete tasks in a timely manner.

Tools and Technology

Tools

Desktop computers

Desktop computers

Notebook computers

Laptop computers

Personal computers

Personal digital assistant PDAs or organizers

Personal digital assistants PDA

POS systems-PayPal POS

Technology

Electronic mail software

Microsoft Outlook

Graphics or photo imaging software

Adobe Photoshop

Canva

Internet browser software

Web browser software

Network conferencing software

Zoom

Microsoft Teams

Office suite software

Microsoft Office 365

Presentation software

Microsoft PowerPoint

Spreadsheet software

Microsoft Excel

Web page creation and editing software

Blogging software

Facebook

Instagram

Wiki software

Wordpress

Word processing software

Microsoft Word

Note

This job description in no way states or implies that these are the only duties to be performed by the employee(s) incumbent in this position. Employees will be required to follow any other job-related instructions and to perform any other job-related duties requested by any person authorized to give instructions or assignments. All duties and responsibilities are essential functions and requirements and are subject to possible modification to reasonably accommodate individuals with disabilities. To perform this job successfully, the incumbents will possess the skills, aptitudes, and abilities to perform each duty proficiently. Some requirements may exclude individuals who pose a direct threat or significant risk to the health or safety of themselves or others. The requirements listed in this document are the minimum levels of knowledge, skills, or abilities. This document does not create an employment contract, implied or otherwise, other than an “at will” relationship.

Reviewed with employee by

Signature: _____ **Name (print):** _____

Title: _____ **Date:** _____

Received and accepted by

Signature: _____ **Name (print):** _____

Title: _____ **Date:** _____

The company is an Equal Opportunity Employer, drug free workplace, and complies with ADA regulations as applicable.