



# MEMO

*From the office of the...*  
**MacFarmstand**

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TO: Executive Board  
FROM: Karin Gordon, Farmstand Director  
SUBJECT: Revising Job Descriptions  
DATE: June 6, 2013

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To the members of the Executive Board,

Thank you for taking the time to review the changes I've made to the Farmstand's Job descriptions. The majority of these changes reflect more accurate descriptions of the tasks undertaken by Farmstand members that I witnessed as Operations Executive last year. I have explained some of the larger changes made to each description below.

I'm asking everyone to attend the general meetings wherever possible. This should give us a better turn out and more cohesive feedback and involvement in all Farmstand events. I'm also asking for passionate people rather than knowledgeable. In most cases, I find passionate people are knowledgeable, but I don't want to dissuade anyone who is just getting into the movement from getting involved.

Some lines in the description appeared to have been merely copy/pasted from the Farmstand Director Job Description. These were deleted/replaced.

### **Customer Service Representatives:**

I'm explicitly asking them to learn details about our produce and service. Learning and sharing details about heritage, farming methods or cooking methods can really engage and sell a customer.

I'm not sure the "heavy lifting" would qualify as frequent, as it would only be once or twice during set up or take-down and each CSR would likely only be present for one or the other.

### **Volunteers:**

I added some lines to demonstrate the breadth of ways in which volunteers can be involved. No one volunteer will have to do every duty listed therein, I want people to know that they can follow their interests within the Farmstand service.

### **Operations Executive:**

I went into more detail in the supervisory function and emphasized the need to prepare CSRs and volunteers to help customers on specifics of produce.

I weighted the supervisory function a little more than the advertising and Promotions Function. While visual appeal is a very important part of bringing customers in, their first priority during opening hours should be working the CSRs and Volunteers to keep Farmstand running smoothly.

**Promotions Executive:**

I specify the use of Facebook and Twitter to ensure they know exactly what's expected on the social media front.

I ask for their assistance in keeping the Farmstand known, but stress that it's not mandatory.

I stress the teamwork aspect of this job. I think that understanding and working well with others is a big part of what allows someone to be a good voice for an organization. They will also be working in close contact with myself and the events coordinator, promoting market days and outside events.

I removed the Food Handling and Safety Course as they won't be handling produce on a regular basis.

I'm asking them (and the Events Coordinator) to spend some time at the Farmstand because I believe having a good understanding of the market atmosphere will better allow them to promote our service. In addition, regular exposure to customers and volunteers will help them engage and involve the community

**Events Coordinator:**

I wanted to ensure that it was understood that the planning process can be very involved, but that they would have access to help from lots of members of the MacFarmstand community

I gave more weight to the Communications & Planning Function from the Advertising and Promotions Function. I expect our events coordinator to focus on getting events planned and executed, while promotions are an important part of the event planning process, since they will be sharing that duty with the Promotions Coordinator I thought it was unlikely to take up 25% of their time.

I wanted to explicitly make sure that each event was posted on the MSU calendar to allow for the free and easy promo that provides.

I appreciate your time in reading this rather lengthy memo. Any suggestions you wish to make with respect to the attached Job Descriptions are appreciated.

Thanks for your consideration,

Karin Gordon

MacFarmstand Director 2013-2014