

Marketing and Project Coordinator Assistant Position for Wilshire Farms and Orchards

A Marketing and Project Coordinator Assistant is needed for enabling specific needs for the three projects listed above, this individual will be responsible for the following on an adhoc, prioritized manner and report the progress made.

Applications for this position: Should be sent to the manager at tunjioduyela@yahoo.com for consideration.

Key responsibilities:

1. Source and manage vendor relationships, executing a marketing process/campaign that sources 3-5 buyers of produce for Wilshire Farms at Mile 12 and Ketu markets.
2. Monitoring new project initiatives from conception to completion, including planning, scheduling, coordinating with on-the-ground teams and external vendors for Wilshire Farms.
3. Develop detailed project plans with timelines, milestones, budgets, and resource allocation for marketing campaigns and initiatives.
4. Tracking progress/performance metrics and analyze data to identify areas for improvement and ensuring all deliverables meet deadlines and align with production/marketing objectives.
5. Maintaining organized project documentation and communication with stakeholders throughout the process.
6. Coordinate the creation and distribution of marketing materials across various channels including social media, website, and print.

Communication and Collaboration:

1. Act as a liaison between the CEO and the operating teams at Wilshire Farms two main locations, and external supply vendors.
2. Facilitate effective communication with farm manager, produce buyers and CEO to ensure timely sales purchases and payments.
3. Organizer and conduct regular quarterly project status meetings and provide updates to stakeholders.

Administrative Tasks:

1. Maintain detailed project documentation including budgets, timelines, and deliverables.
2. Create and manage project files and databases.
3. Coordinate logistics between farm manager and produce buyer for harvested produce sales activities.

Required Skills and Qualifications:

1. Project Management Skills: Proven experience in managing projects with a strong organizational and time management skills.
2. Marketing Knowledge: Proven sales experience and the ability to source buyers for our Sweet Peppers, Habaneros and Plantain produce for Wilshire Farms.

Communication and Analytical Skills:

1. Excellent verbal and written communication skills to effectively collaborate with operating team managers and CEO and the ability to report data in the specified formats.

Travel:

1. This position requires travel to market locations during initial buyer sourcing and a mandatory visit to the Wilshire Farms Ijebu-ode farm once in a month for visual inspection and reporting.

Education and Experience:

1. Bachelor's degree in Marketing, Business Administration, or a related field.
2. 2-4 years of experience in a marketing coordinator or project coordinator role.