Valley Roots Food Hub Markets Manager

The Markets Manager plays a central role in the daily operations of Valley Roots Food Hub. Working closely with the General Manager, this position oversees marketplace operations, producer and customer relationships, aggregation coordination, and day-to-day food hub activities in the San Luis Valley.

The Markets Manager serves as the primary operational lead for SLV-based food hub activities and helps ensure the smooth movement of products from producers to customers throughout southern Colorado. This position requires strong organizational skills, attention to detail, excellent communication, and the ability to balance relationship-building with operational problem-solving.

The position is expected to work independently while coordinating closely with the General Manager and other team members to achieve organizational goals.

Responsibilities

Marketplace Operations

- Manage weekly sales cycles through the Local Food Marketplace platform.
- Maintain accurate product listings, pricing, inventory, and customer accounts.
- Coordinate procurement activities with producers and customers.
- Monitor inventory levels and product availability.
- Ensure accurate invoicing, transaction records, and order fulfillment.
- Prepare regular sales, operational, and inventory reports.
- Identify operational improvements that increase efficiency and customer satisfaction.

Producer Relations

- Serve as a primary point of contact for participating producers.
- Recruit and onboard new producers.
- Provide technical assistance related to marketplace participation and inventory management.
- Support producers in maintaining accurate product information and availability.
- Help resolve producer concerns and operational challenges.
- Foster strong relationships that support long-term participation in the food hub.

Customer Relations & Sales

- Serve as a primary point of contact for customers.
- Support customer onboarding and account management.
- Respond promptly to customer questions, concerns, and special requests.
- Conduct weekly outreach to develop new customer relationships and sales opportunities.
- Maintain strong relationships with existing customers through professional communication and targeted outreach.
- Coordinate with institutional, wholesale, and retail customers as needed.
- Support sales growth through relationship management and business development activities.

Operations Coordination

- Coordinate weekly aggregation, procurement, and delivery activities.

- Maintain communication with drivers, producers, customers, and contractors regarding operational needs.
- Assist in planning delivery routes and coordinating logistical needs.
- Help identify and resolve operational bottlenecks or service disruptions.
- Coordinate cold storage and product handling activities in the San Luis Valley.
- Assist with deliveries, aggregation, and other operational tasks when needed.
- Support expansion of institutional and regional distribution activities.

Marketing & Communications

- Develop and schedule customer communications, newsletters, and social media content.
- Promote producers, products, and food hub services through marketing channels.
- Support outreach and promotional activities that strengthen sales and community awareness.
- Represent Valley Roots Food Hub at community events, conferences, and industry meetings as needed.

Team Collaboration

- Work collaboratively with drivers, contractors, producers, and other staff.
- Participate in regular operational meetings and planning discussions.
- Check aggregation and track drivers' locations during deliveries
- Support a positive, solution-oriented workplace culture.
- Assist with special projects and emerging organizational needs.

Qualifications & Requirements

- Strong organizational and project management skills.
- Excellent written and verbal communication abilities.
- Advanced proficiency with Google Workspace, particularly Sheets, Docs, Drive, and Calendar.
- Ability to maintain accurate records and manage detailed information.
- Strong customer service and relationship-building skills.
- Ability to work independently and manage competing priorities.
- Strong problem-solving and decision-making abilities.
- Ability to learn and effectively use marketplace and logistics software systems.
- Valid driver's license and acceptable driving record.
- Ability to occasionally lift and move products weighing up to 50 pounds.
- Familiarity with food systems, agriculture, logistics, distribution, or related industries preferred.
- Commitment to the mission and values of the Valley Roots Food Hub.

Decision-Making Authority

The Markets Manager exercises independent judgment regarding routine marketplace operations, producer support, customer service, delivery coordination, inventory management, and operational problem-solving.

Major budget decisions, personnel actions, contracts, strategic initiatives, and other matters remain subject to General Manager approval.

Success in This Position Looks Like

- Weekly ordering cycles operate accurately and on schedule.
- Producers receive timely communication and support.
- Customer concerns are addressed promptly and professionally.

- Marketplace, inventory, and sales records remain accurate and current.
- Drivers and aggregation staff receive the information needed to perform their work effectively.
- Operational challenges are identified early and communicated appropriately.
- Sales opportunities and producer participation continue to grow.
- Valley Roots Food Hub maintains a high level of customer and producer satisfaction.

Hours

32–40 hours per week.

This position requires flexibility to accommodate producer schedules, aggregation cycles, customer needs, and delivery operations. Availability by phone during normal business hours is expected.

Some evening, weekend, and occasional overnight travel may be required.

Compensation and Benefits

- $21.63 to $26.44 per hour. Final pay type (hourly vs. salaried) and rate will be determined based on the candidate's experience level
- Twenty days of paid time off per year (for 40 hr/week staff) for personal holidays and sick leave.
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- A Roth Individual Retirement Account (IRA) through Colorado SecureSavings

To Apply Please email a resume and cover letter to generalmanager@valleyrootsfoodhub.com with the subject: Markets Manager Position

Applications close 8/18/26

The Valley Roots Food Hub is a program of the San Luis Valley Local Foods Coalition, which is an equal opportunity employer. We encourage applicants from all backgrounds to join us in strengthening our local food system. In compliance with Colorado's Job Application Fairness Act, applicants may redact information that would identify their age, date of birth or dates of study from their application.