

Job Posting: Trade Team Account/Product Manager
Date Posted: 12/16/09

Red Tomato (RT) is a nationally-known, innovative non-profit that promotes local and sustainable agriculture and a fair deal for family farmers. RT helps get fruits and vegetables from regional farms into mainstream supermarkets where most consumers do their shopping. RT also offers training and consulting services to groups working on sustainable agriculture and food-system improvements nation wide. Since 1998, Red Tomato has sold \$11 million in produce to hundreds of supermarkets, institutions, and distributors, primarily in the Northeastern US. We offer an informal yet professional, collegial work environment, where learning, risk taking, and a great sense of humor are highly valued!

We're Seeking to expand the current Trade Team with an account/product manager to join us in our quest to help regional farms thrive and help consumers gain better access to healthy produce grown here in the northeast.

Position Summary: Being a member of the Red Tomato Trade Team requires a broad set of skills and interests. The person hired will be both an account manager and a product manager and will also be asked to manage projects.

As Account Manager, the new team member will manage new and existing accounts, grow sales in their accounts and be responsible for sales fulfillment for their accounts. As Product Manager, the new team members will manage product lines with growers and is responsible for pricing and gross margin of their assigned products.

During the off-season, the Trade Team plans for the upcoming year and is available for FSD (Food Systems Development) consulting. The Trade Team Account and Product Manager is a full-time position and reports to the Trade Team Leader.

Responsibilities:

As Account Manager:

- Sell current and new RT products to assigned customer in the manner of a bloodhound
- Develop and maintain relationship with customer
- Provide customer support – answering questions, addressing concerns, making sure customer is getting what they want, troubleshooting on a day-to-day operational basis, needs of their customers
- Deliver the appropriate paperwork to Operations Manager as needed
- Represent the interests of an assigned account in product development and allocation

As Product Manager:

- Manage the full product life cycle of existing products from strategic planning to tactical activities
- Work and plan with RT growers about upcoming season
- Allocate grower supply to customers throughout season (in consultation with team leader)
- Determine product pricing
- Manage gross margin for this product and increase profitability if possible
- Understand and develop quality control standards for specific product
- Provide financial reporting on said product
- Coordinate packaging projects for assigned products
- Responsible for maintaining and elevating grower relationships for assigned products
- Research and understand market trends for assigned product areas

General:

- Communicate ideas about new products or changes to products to the Evangelist
- Work with marketing communications on any promotion needs
- Understand the market conditions for products in the Northeast, nationally and internationally
- Identify and analyze issues, patterns and trends in customer requests and product performance

Required Skills, Attributes and Experience:

- A passion for making a difference in sustainable agriculture, local food and food systems issues a must. Knowledge of sustainable agriculture and/or food system issues is a plus.
- Ability to work as a member of a team, take initiative, work independently and communicate effectively
- Attention to detail, accuracy and excellent organizational skills necessary, along with ability to follow through on assignments, a sense of humor, and ability to meet deadlines while juggling numerous projects.
- Creative problem solver; proactive approach to areas of responsibility
- Retain focus, humor and love for humanity under pressure
- Ability and willingness to grow and shift gears to meet the evolving requirements of Red Tomato
- Sales capability and experience; persuasive and intuitive; can engage produce retail and wholesale buyers
- Retail food industry knowledge, understands buyer pricing, standards and practices
- Experience with farmers and agriculture; preferably some working experience on farms
- Knowledge of produce and quality standards desirable
- Knows Excel, Word, and basic computer and internet functions
- Embrace the Red Tomato culture of open mindedness, receiving and giving critical evaluation, staying focused on results

Compensation: Competitive salary offered based on experience. Benefits include health insurance, paid vacation, sick leave, Simple-IRA plan.

Application Process: RT is an Equal Opportunity Employer committed to creating a multi-cultural organization. Please email resume and cover letter to: Michelle Chambers at tradeteam@redtomato.org