



## 2019 Produce Patch Direct Marketing Internship

**Location:** Marvin and Amy Holstine Farm  
2801 E 825 N  
Plainville, IN 47568  
Daviess County, Indiana

**Contact Person:** Amy Holstine  
812- 787-1551  
[producepatchfarmmarket@gmail.com](mailto:producepatchfarmmarket@gmail.com)

**Application Deadline:** March 25, 2019

**The Produce Patch Farm Market Internship** will provide the intern many opportunities for personal and professional growth. The skills learned and put into practical application will be highly valued as the individual advances their education and career. The internship will provide experiences in customer service, sales, employee management, marketing, accounting, vegetable production and many more.

### **Qualifications/Requirements:**

- Honest
- Polite, Friendly and Enthusiastic
- Proactive and Energetic
- Flexible Schedule
- Must be available most weekends

### **Internship Description:**

- 1) Position as a Market Salesperson average 25-30 hours/week. Must be available most weekends – job description attached
- 2) 5 Days throughout the summer spent job shadowing our core team as follows:

- Amy – first day of internship will be spent with Amy gaining an understanding of our products, our mission statement, core values and how they relate to our team and help provide our customers with an enjoyable shopping experience.
- Spend day with Nancy- you will learn cash register, credit card, closing the market & operations. You will also learn balancing, end of the day reports and inventory reporting.
- Spend day with Jayna/Laura/Nancy- you will be provided with thorough market training, customer service, product information, opening procedures, sorting produce, displays, stocking produce and all market operations as described further in the “Market Salesperson” job description.
- Spend day with Marvin- you will be working at the farm, picking sweet corn & other produce, washing/packing produce, loading trucks and other tasks the day might bring. You will also learn about our food safety plan.
- Spend day with Samantha- you will spend the day in the farm office experiencing all the “behind the scenes” office tasks such as bill pay using QuickBooks, data entry using Excel, sales analysis and marketing administration as well as further tasks that may arise.

### **Additional Projects:**

- Intern must attend all employee orientations meetings
- Attend and assist with all special customer events that the Produce Patch may host throughout the season
- Schedule and complete mid-season Employee Review with Amy July 15-20, 2019
- Photos & video submitted weekly for use with social media
- Manage an Employee Sales Contest
- Mystery Shop 2 markets throughout the season & submit a report.
- Complete one specialized project based on intern’s interests and skills. (I.e. sales data entry, designing and taking customers surveys, designing training videos, etc.)
- Upon completion of internship the intern will write a 3-4 page paper discussing skills learned, critiquing the internship, ideas for the business, what they learned and how that might help or impact their future goals.
- Complete 2019 Employee Survey
- Exit interview with Amy

## Details

- Start date May 24, 2019
- End Date Aug 16, 2019
- Approximately 25-30 hours per week possibly more depending on availability and desire for more hours.
- \$9.00/hour with a possible completion bonus of 1.00/hour when all internship requirements are completed in a satisfactory manner. Completion bonus to be received at the end of the internship.
- Intern will be permitted (1) 7-day vacation for the summer
- Additional of three schedule requests per month
- **No vacations** from June 29-July 15 as this is peak season

## Dates You Must Available to Attend:

- May 29, 2019 6:00 PM New Employee Orientation
- June 4, 2019 6:00 PM New Employee Training
- June 5, 2019 6:00 PM Returning Employee Meeting/Training

## Tentative Schedule:

- May 24th Job Shadow Amy to gain understanding of the business and our mission
- Week of May 28th -June 3rd job shadow Laura/Jayna and Meetings
- Week June 4th- June 10th job shadow Nancy and Meetings
- As schedule allows June 10<sup>th</sup>- July 15<sup>th</sup> job shadow Marvin & Samantha each one day

## *Previous Employee Testimonial:*

*"I worked at the Produce Patch for 4+ years, and I absolutely loved all of my time there! I grew as a person (physical strength and mental endurance) and learned a lot about how to work with a variety of customers. These are the skills that have stayed with me as I continue to work with families from a variety of backgrounds."*

- *Ty Ryan*  
*4 year employee 2013-2017*  
*Currently in a doctorate program at Indiana University*

# Market Salesperson

## Job Description and Key Result Areas

Role: Market Salesperson

Reports to: Regional Manager

**JOB DESCRIPTION:** The Market salesperson is responsible for all customer services, market presentation and financial systems at the market. The customer services would include greeting with warm welcome, assisting with any needs, suggesting our products, and thanking for shopping with us. Market presentation would include maintaining produce displays, clear and accurate signage, organization and stocking of inventory, clean and attractive market; financial systems would include accurate tender payment, accurate accounting via reconciliation and bank deposits, financial and inventory reporting to management.

**Qualifications:**

- Honest
- Proactive and Energetic
- Polite, Friendly and Enthusiastic
- Flexible schedule

**Key Result Area #1: Excellent Customer Service and Team-member Skills**

- Greets and Thanks every customer entering/exiting market
- Has perfect Secret Shopper results
- Goes above and beyond selling our product and helping customers and fellow team members in every way
- Recognizes that teamwork is as important as customer service

**Key Result Area#2: Maintains an Amazing Market Presentation**

- Poor quality produce is kept sorted out of displays
- Produce inventory is organized with oldest on top and newest on bottom
- Displays are always always always piled high
- Market is clean, organized and attractive
- Signage is clean and accurate

**Key Result Area #3: All Financial systems are accurate and balanced**

- Maintain accurate cash register
- Perfectly balanced settlements (cash/checks/card counted correctly and reported onto the settlement along with Z report totals)
- Maintain accurate starter change and extra safe change