



Local Food MARKETPLACE

Local Food Marketplace, Inc. Job Description

Job Title: Onboarding & Technical Support Specialist (Pacific Time hours; approx.
8:30am - 5pm PT)
Reports To:
Status: Hourly
Prepared Date: May 2026

OVERVIEW

Local Food Marketplace is a small team and as such, we frequently cross over job responsibilities. We encourage innovation and your suggestions on how we can be more efficient and serve customers more effectively. We are entrepreneurial and expect teammates to work effectively within and across teams. You have a lot of autonomy in how you do your work, but we expect a high level of commitment to our customer's and our team's success.

LFM plays a pivotal role for the local food community – we are widely considered a market leader in this space. We have a reputation for strong customer service and it is critical that all team members approach their work at LFM such that customer's walk away from exchanges with us that we care about them and their success.

Because we serve a highly seasonal business, you should expect some variability in the pace, type of work, and tasks throughout the year. The late winter and spring are typically the most demanding parts of the year in services. Summer and early fall are a great time to focus on improvement for future seasons. Success in this role requires a high level of attention to detail as well as strong conceptual understanding of the key job tasks.

Onboarding: This aspect of the role is proactive and enables LFM to set the stage for long term success. After a customer makes a purchase decision, their first experience with our team is in onboarding. A positive onboarding experience is strongly correlated to retention and long term success with the platform. Most customers do not have a lot of experience onboarding an enterprise platform and despite communication, their expectations about the timeline and the effort required as well as occasionally assumptions about how specific features operate are not always realistic. Maintaining a positive, can-do and helpful attitude helps customers overcome these challenges.

Technical support & customer service: This aspect of the role is generally reactive. A good onboarding experience typically reduces the need for technical support. Customer's value prompt and thorough assistance. If we understand why they are asking for help, it can often help provide better assistance. Our goal is to minimize the back and forth and also help them avoid the issue in the future. If a question is easily answered with our documentation, we should encourage customers to use the documentation by linking to it in our responses.



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JOB RESPONSIBILITIES

Onboarding (40%)

- Create onboarding plans for customers that ensure successful long term adoption by their team.
- Assist customers in progressing through the onboarding process in a thorough but efficient way.
- Help customers make informed decisions about how best to leverage platform to meet their unique needs.
- Conduct group or individual onboarding sessions – ensure customers are prepared for the onboarding session and have actionable next steps after the session.
- Work with LFM team members to refine and improve onboarding experience for customers.
- Work with LFM team members to meet and exceed onboarding metrics, as measured primarily by customer retention and related factors.

Technical support & customer service (50%)

- Provide prompt, professional and friendly technical support to customers via support ticket, phone call, or online meetings
- Maintain balance of thoroughness and speed in responding to tickets.
- Work with customers to recommend ways to utilize system to meet their unique needs
- Improve & maintain manual and user documentation as needed
- Create and edit documentation for users – including written and video documentation.
- Touch base with current customers periodically ensure successful use of LFM and direct them to appropriate resources as needed.
- Create and analyze customer surveys, with input from others on team

Other (5-10%)

- Participate actively in discussions on improvements to system, providing the user and customer perspective. Prepare for discussions with specific examples and advocate for improvements that will help customers.
- Work with Services team on process improvement to improve efficiency and increase customer retention.
- Work with Development team to ensure prompt resolution of customer issues that require their assistance.
- Maintain metrics for support and onboarding activities.
- Assist customers with survey design, execution, and interpretation using Survey Monkey.
- Assist LFM teams with survey design and execution with surveys using Survey Monkey.
- Prepare and Present at Level Up Webinar Sessions (customer sessions designed to introduce them to more advanced or new features)

QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.



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- Requires a bachelor's degree
- Requires experience in customer service, experience in a related technology preferred
- Experience working with farms, food hubs and farmers markets is preferred.

OTHER SKILLS AND ABILITIES AND REQUIREMENTS

- High level of written & verbal communications skills
- Technical skills include: Advanced skills in excel & spreadsheet programs, Beginner skills in HTML, web-based database program experience
- Position requires occasional overtime and weekends, as needed
- Position may require some travel – to our headquarters or to represent LFM at conferences and tradeshows. Travel expenses within guidelines will be reimbursed.