

Moreland Farmers Market

Market Manager Job Description

POSITION OVERVIEW

The Market Manager is responsible for the day-to-day operation of the Moreland Farmers Market, working with market vendors, customers, and other stakeholders. The manager represents the market to the market's vendors, consumers and to the community. This requires an on-site presence at the market during all market hours, as well as off-site work during non-market hours. The Market Manager is expected to have a thorough understanding of market policies, mission and goals and be able to apply them to the work environment. The Market Manager is a part-time position that reports to the Board of Directors.

RESPONSIBILITIES

1. Board-Management Relations

- Participate as a team member to promote market goals. Work closely with the Board of Directors to communicate ideas, provide feedback, and identify potential problems as well as offer creative solutions to further the organization's goals to promote local agriculture.
- Work with the Board to develop and implement an annual action plan for the market.
- Participate in monthly Board meetings by preparing and presenting a manager's report.

2. Market Operations

A. Market Day

- The Market Manager is present at each market and is expected to provide the highest level of customer service to vendors, shoppers, and volunteers, in an enthusiastic manner.
- Schedule weekly musicians and oversee stage set-up.
- Oversee and assure that the market is set up and closed properly each day.
- Place market signs and barricades where appropriate.
- Open and close on time to adhere to market hours.
- Collect stall fees from vendors and provide payment receipts.
- Ensure a clean and safe environment.
- Assist vendors with market set-up where needed.
- Ensure all market signage, literature, merchandise and handouts are properly and attractively displayed at all times during market day.
- Supervise selling, merchandising, and inventory of market promotional merchandise.
- Stock first aid kit and have safety plan.
- Design market map for each market.
- Interpret the market rules for vendors and others in a consistent and fair manner.
- Settle any conflict or dispute in a diplomatic fashion.
- Make sure each market has all needed equipment and supplies and any equipment maintenance is completed during the season.
- Conduct annual inventory of equipment and supplies.
- Organize storage facilities; maintain toolbox and first aid supplies.
- Implement periodic on-site shopper surveys.

B. Vendor Relations

- Work with the Board to determine the optimal market mix and select vendors for the market.
- Work with Board to annually update application process and market policy processes and related website information.
- Actively recruit and support vendors, handle all communications and inquiries.
- Ensure all new and returning vendors complete an application form, track and record all applications.
- Maintain timely communications, outreach, and assistance to vendors to assure market success.
- Ensure all vendors are given a copy of the market rules.
- Assist vendors on pricing, merchandising and other business or marketing related issues.
- Ensure vendors are trained on market policies, rules, food assistance programs, and on-site procedures.
- Assist vendors in market policy compliance, including but not limited to licensing requirements and food safety issues, vendor signage, clean up, tardiness, etc. When policy questions, interpretations, or customer concerns arise on site, these will be referred to the Board to determine proper handling.

C. Regulatory Compliance

- Maintain relationships with the farmers market network to follow associated regulations and pending legislation that may impact markets.
- Monitor vendor compliance with health department requirements regarding food safety including but not limited to food displays, hand washing stations, safe sampling, etc.
- Work closely with local public health inspectors and other agency inspectors to ensure regulatory issues are addressed within the market and by the vendors.

D. Volunteer Recruitment

- Recruit, train and supervise volunteers for efficient running of each market including staffing information booth, token sales and food stamp promotions, crowd counts, market set-up and closing.
- Ensure adequate staffing and volunteer levels for each market day and all special events throughout the season.
- Provide volunteer recognition and appreciation during the market season as appropriate.

E. Financial Management and Record Keeping

- Prepare accurate cash count at end of day for weekly deposit.
- Reconcile token sales in collaboration with market bookkeeper.
- Maintain accurate and complete records on the market and vendors.
- Complete required paperwork.
- Communicate with bookkeeper and treasurer.
- Look for grant opportunities and write grant proposals.
- Track and record all funding.

3. Community Outreach and Market Promotion

- Be the face of the market. Connect with neighborhood associations, business associations, identify community partners, attend meetings, establish relationships and maintain communications.
- Work with the board to identify and develop other key community partners.

- Work with graphic designer to update signage and prepare marketing campaigns for special events, etc.
- Prepare news releases and initiate media stories on the market.
- Prepare weekly newsletter updating subscribers regarding market product and events.
- Manage all web-related outreach strategies such as the market website, facebook, etc.
- Work with the board on campaign and advertising strategy.
- Organize on-site special events.
- Respond to market inquiries in a timely manner.

Skills and Qualifications

- Excellent interpersonal and conflict resolution skills.
 - Ability to work with people of diverse backgrounds and age groups.
 - Self-motivated; able to work alone.
 - Highly organized, excellent time management skills.
 - Enthusiastic advocate of local farming and local farm products.
 - Minimum of three years professional experience in a related field (such as marketing, event coordination, non-profit, project management or food service) that includes one year of responsible supervisory experience or an equivalent combination of training and progressive responsibility, or previous experience managing a farmers market.
 - Desire to meet challenging situations with enthusiasm and to utilize creative solutions in meeting those challenges. Able to respond to problems quickly, efficiently, and appropriately.
 - Ability to perform all tasks related to setting up and taking down each market, which include lifting and setting up tents, tables and chairs and standing for long periods in all weather conditions.
 - Demonstrated ability to delegate responsibility and empower staff, volunteers, and vendors in a way that promotes teamwork and a positive work environment.
 - Ability to dress appropriately for market day, taking into consideration that this is a management position and the weather.
 - Comfortable working with basic technology; use MS Word, Excel, and blog format.
 - Basic math skills for handling cash and counting accurately.
 - Basic first aid and CPR skills including current CPR certification.
 - Current food handlers permit and or experience in food service management would be an asset.
 - Own vehicle and current drivers license.
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