

APPENDIX 4: FARMERS MARKET MANAGER JOB DESCRIPTION^{xiv}

The _____ Farmers Market is a community market, supported by the City, community members, and a host of other local agencies. The market will provide access to locally grown fruits, vegetables, and other farm products, while creating a sense of community within the City and helping to revitalize the downtown district. This ambitious project will be undertaken as a project in cooperation with local non-profits and other partners to support this venture.

Manager Position

The Market Manager is a part time position with primary responsibility being the day-to-day operation of the farmers market. This will include an on-site presence at the market during all market hours, as well as off-site work during non-market hours. The manager will report to a market committee, who will set all market policy. In addition, the manager will represent the market to the market's vendors, the consumers, and to the community.

Duties—in season

- Enroll farmers/vendors in the market—either through seasonal vendor agreements or as daily vendors
- Collect all stall fees owed, make accurate accounting, and deposit in market account
- Arrive prior to market vendors arriving and remain throughout the market day to:
- Properly place vendors in stalls, including assigning market stalls to daily vendors
- Place market signs, parking signs
- Ensure all rules and regulations are adhered to
- Ensure all state and county regulations are adhered to
- Answer questions for vendors and consumers
- Resolve disputes that arise
- Maintain market grounds in a safe manner
- Operate market manager's booth
- Have nutritional education materials to distribute
- Have recipes for seasonal, local foods that are available in the market
- Operate market's EBT program
- Enroll market and market farmers in the Farmers' Market Nutrition Program (FMNP)
- Act as liaison to the market's governing body, providing accounting and performance reports
- Communicate market policies, activities, and rules to farmers, keeping them informed throughout the season
- Solicit entertainment for market days, as well as sponsors for the entertainment
- Conduct periodic customer counts each market day to assess the level of growth in market usage
- Assure the market site is clean once the market is closed and the vendors have left for the day
- Maintain database of farmers, vendors, their contact information, and any licenses or permits each vendor possesses based on the products they are selling
- Conduct farm inspections

Duties—off season

- Vendor recruitment
- Professional development for market managers
- Community relationship development
- Fundraising
- Advertising/ promotional program development, including special events planning
- Work with market board/committee to plan for market growth and development
- Preparations of site for next season, including securing location, site permits, market insurance, ensure that any maintenance or repairs needed to site are made, secure bathrooms, set market schedule, organize volunteers

Qualifications

- Ability to think creatively
- People person with skills in diplomacy
- Dispute resolution skills
- Good communication skills
- Organizational skills
- Marketing skills helpful
- Some financial knowledge helpful: i.e., budgeting
- Self-motivated
- Passionate about the community and local agriculture