



## **Market Manager Job Description** **Foothills Farmers' Market – Shelby, NC**

The market manager will play a key role in supporting the mission and goals of Foothills Farmers' Market, Inc. (FFM). In addition to managing daily market operations at our Uptown Shelby and Boiling Springs market locations, the position will provide cohesive, energetic leadership and continuity to a range of market-related planning and promotions activities, vendor and customer interactions, and volunteers. This position will report to the FFM Board of Directors and will act according to the will of the Board. The Board has set its performance expectations as detailed in this job description and will provide orientation training relevant to all assigned tasks. The position will be provided with access to a market-owned laptop computer, wireless internet access, and cell phone to support these activities.

### **Administration**

1. Maintain accurate records & documentation with a secure back-up system:
  - a. producer/vendor membership status
  - b. vendor attendance and payments
  - c. Farmer Foodshare® donations (food and money)
  - d. accreditation site visits (dates and observations)
  - e. copies of vendor certifications, licenses, and other required documentation
2. Communicate with all vendors about their intent to participate and the products they will make available each week. (This information will be used for weekly communication to the public through electronic newsletters, website, social media, and newspaper.)
3. Make weekly deposits of funds collected at the market and provide detailed accounting to FFM Treasurer.
4. Attend monthly Board meetings to report on market operations (customer & vendor counts, fees collected, sales volume, complaints, suggestions, accolades, market needs, and other relevant observations). Participate in Board discussions regarding market management, promotion and expansion, acting as an active conduit for dialogue between consumers, vendors and community partners with the FFM Board.
5. Plan market events including consumer education, entertainment, and activities with children.

### **Market Operations**

1. Arrive one hour prior to opening. Prepare market site and provide set-up guidance and assistance to vendors, volunteers, and entertainment.
2. Collect vendor fees at the opening of the market day, issue receipts, and maintain appropriate records.
3. Set up market information table with appropriate marketing supplies. Ensure table is constantly staffed with knowledgeable volunteers.
4. Oversee collections for Farmer Foodshare® and coordinate pick-up by recipient organizations.
5. Operate and preserve security of EBT equipment and tokens. Dispense tokens to consumers, keep necessary records, and submit reports to ensure timely payments to vendors.
6. Estimate customer foot traffic either personally or through volunteers.
7. Resolve any vendor conflicts as quickly and discreetly as possible per established grievance policy.
8. Enforce market rules and food safety standards by encouraging compliance and asking offending vendors to leave if unable or unwilling to comply.
9. Remain at market until vendors are finished and ensure the cleanliness of the market location.

### **Vendor Relations & Support**

1. Serve as primary contact for potential new vendors seeking to submit applications, providing guidance for compliance with market policies and procedures.
2. Identify key needs of vendors that can be addressed through training, policies, partnerships, and other support services and communicate this information to the FFM Board and NC Cooperative Extension staff.

### **Promotion**

1. Assist the Board in marketing & promotions efforts to benefit FFM and the local foods system.
2. Represent FFM at relevant community planning meetings, activities and events.
3. Maintain social media marketing by posting regularly to the FFM Facebook page (may include live updates from the market location).
4. Develop and distribute weekly electronic newsletters to FFM members and customers.
5. Develop and distribute regular written communications to FFM vendors.

6. Develop/maintain working relationship with local media outlets and facilitate placement of timely information about market vendors, products, events, and new developments.

### **Job Qualifications:**

- Experience with project management, program coordination, event planning, and community building and marketing activities.
- Knowledge of the geographic area we serve (Cleveland County and 50 miles beyond), including a working understanding of the region's agriculture.
- Knowledge of current issues impacting agriculture, farmers' markets, and local foods.
- Demonstrated public speaking experience.
- Web page management and social networking skills.
- Education at the Grade 12 or equivalent as a minimum.
- Physically able to lift 50 lbs.
- Willingness to grow with this position and our market.
- Strong management skills, education and/or experience in a fast-paced retail/public enterprise environment.
- Proven success in writing grant proposals and experience in fund-raising is desirable
- Driver's license and reliable transportation

### **Skill Set:**

- Enthusiasm, initiative, and judgment necessary to develop a multi-faceted role actively supporting development of FFM and a broader local foods system..
- Ability to act as enthusiastic ambassador for the market, growers, consumers, and the larger community.
- Demonstrated performance as self-starter with the ability to assess issues as they arise, respond appropriately, follow-through on details, and build effective working relationships with others.
- Strong ability to communicate verbally and in writing, including ability to collect information, write reports, and manage data.
- A working knowledge of Microsoft Office Suite including web page maintenance and email. Some newsletter publishing/design experience is desirable.
- Demonstrated interpersonal skills for dealing effectively with the public, volunteers, vendors, musicians and groups whose events coincide with the market, including conflict resolution skills. Sense of humor and capacity to multi-task and manage stress in healthy ways are essential characteristics.

### **Employment Period**

Employment will begin on or before April 15, 2012 and be permanent/part time. From May through November (active market season), the position will provide on-site management of the Uptown Shelby Market (Wednesdays & Saturdays from 7 AM until 12 N) and the Boiling Springs Satellite Market (Thursdays from 4-8 PM) each market day (approximately 15 hours per week). An additional 10 hours per week (average) will be required for market-related communications, record-keeping and reporting, advertising, and event planning. From December through April (the off-season) the assigned work period will be based on a work plan agreed upon with board's executive committee. Attendance at monthly board meetings is compensated within this allowance. The total number of work hours per year is estimated to be approximately 850; small changes may be made to any of the above to keep the work hours within budgetary guidelines. This scope of work and compensation can be updated as the market develops and grants are secured.

### **Compensation**

Compensation is \$10,000 annually, with the employee to be paid semimonthly (every two weeks). The employee will be subject to income withholding, drug testing, background check, and other requirements of employment set forth by Cleveland County government.

### **Deadlines & Instructions**

Applications will be accepted until January 31, 2012. To apply, send a resume and cover letter detailing your interest, qualifications, and personal vision for the market to:

Foothills Farmers' Market  
Personnel Committee  
PO Box 502  
Shelby, NC 28151-0502