



— MASS FARMERS MARKETS —

www.massfarmersmarkets.org

Farmers Market Manager Job Description 2012

Overview:

The Copley Square Farmers Market Manager is responsible for daily operations of the Market from late May through late November. Market Managers will be required to spend at least one full day at the office each week leading up to the opening of their market and approximately one/half day developing relationships in the market community beginning in February.

The Market Manager is the “go-to” person for vendors and consumers during market hours, and is the Mass Farmers Markets (MFM) representative on site. The job requires personal confidence and the ability to effectively communicate with a variety of people including municipal employees. Mass Farmers Markets relies on the market manager to be its liaison with and between all parties served by the market. The manager’s general responsibilities include: fostering community support for the market, helping promote the market and MFM, and keeping accurate weekly records of market activities. Successful managers understand both the vendors’ and the consumers’ needs and, in conjunction with MFM staff, design and implement strategies to meet these needs. The manager is required to be on-site at market and available to vendors and consumers the majority of the time.

General Requirements:

Managers are required to be available for cell phone contact with MFM staff on market day and for regular e-mail contact throughout the duration of their employment. Managers must be willing and able to work outdoors and to safely lift and carry 50 pounds. The position requires the ability to work independently as well as inter-dependently with a team of other staff members.

Specific Responsibilities:

Specific manager responsibilities vary by market and are determined by the needs of both the community and the specific vendors at the market. Generally, the market manager is responsible for the following activities.

GENERAL MARKET SUPPORT

- Develops and maintains good working relationships with fellow market managers, the markets Advisor(s) elected by vendors, each farmer and vendor, consumers, and community members, groups and organizations.
- Update and prepare vendor applications, Market Rules and 2012 Managed Market Policy
- Assists vendors, community representatives, and consumers by providing market-related information, conflict resolution, and general aid as appropriate.
- Enforces market rules.
- Communicate weekly with the MFM office staff.
- Managers may occasionally assist vendors by providing limited set up help and brief personal breaks and by assisting vendors with sales during especially busy times.

EDUCATION & OUTREACH

- Works with MFM office staff to promote the market.
- Raises consumer and community consciousness about MFM and farmers markets role in the greater Boston food system through conversations and targeted activities.
- Educates consumers about locally grown produce
- Establishes a consistent space to set up and operate the market manager's table and display materials. Operation of the market manager's table includes:
 - Displaying and distributing educational materials
 - Collecting consumer contact information
 - Displaying and distributing promotional materials
 - Hosting guest participants, non-profits or events.
 - Running the EBT Terminal with and promoting the SNAP program at farmers markets
- Identifies and either initiates or recommends follow-up communication with area businesses and community organizations, as well as local police or other municipal employees, who may provide assistance to the market.
- Leads efforts to bring cooking demonstrations, educational programming, music or other cultural activities and special events to the market.
- Regularly reads community news publications and coordinates with the office staff to become involved in community functions and issues where appropriate.
- Works with the office staff to seek and coordinate volunteers to assist market and MFM operations.

MARKET LOGISTICS

- Arrives at market 1 – 1.5 hours before opening to coordinate market set-up and stays at market until all vendors have left (no more than 1 hour after market closing except on rare occasions).
- Ensures safety and cleanliness of the site before, during and at the conclusion of each market.
- Places directional signs promoting the market around the community at key locations prior to opening on each market day, and removes those signs at the close of market.
- Maintains and transmits the daily records and reports required by MFM to the Operations Manager on a weekly basis.

MISCELLANEOUS

- Performs other duties necessary to support the market.

The ideal candidate will have an interest in local agriculture, food, community, and / or local economies. S/he must be reliable, friendly, self-motivated, and have access to a vehicle, or the ability to get all supplies and paraphernalia to the market daily.

This is a part-time, seasonal, hourly position and requires managing market operations for 9.5 hours (depending on market hours) on market days, plus an additional 2 – 3 hours per week on non-market days.

COMPENSATION: \$12-\$14 per hour based on experience.

To apply, please send cover letter and resume to:

martha@massfarmersmarkets.org

OR

Martha Sweet, Operations Manager
240 Beaver Street, Waltham, MA 02452,

ATTN: Market Manager Hiring

E-mail preferred.