

# The Dundee Farmers Market- DDA

## Market Manager Job Description

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 The Dundee Farmers Market Committee. The Market Manager will run the market and make decisions based on the guidelines set forth by The Dundee Farmers Market Committee. The Market Manager will represent the market to the market's vendors, the consumers and to the community.

It is expected that the manager will work a total of 14 to 16 hours per week including time at the market, set-up and take-down and market preparation throughout the week.

### **Duties - In Season**

#### **Manage vendors:**

- Enroll farmers/vendors in the market, either seasonal agreements or daily vendors
- Assist in collecting fees from vendors and submit weekly to the appropriate persons
- Maintain communication with the vendors
- Communicate market policies, activities and rules to vendors
- Communicate vendors' suggestions to The Dundee Farmers Market committee
- Ensure signage and banners are in good condition and placed appropriately
- Maintain and update the market Facebook page and website
- Coordinate and ensure the distribution of all farmers market informational and promotional materials and advertising
- Coordinate activities, promotions, music, entertainment, volunteers, etc. and work directly with all volunteers and community groups involved with such events

#### **Administrative**

- Maintain database of vendor contact information, insurance certs, licenses, certificates or permits.
- Maintain database of daily market sales, number of vendors, vendor sales, estimated number of shoppers.
- Act as a liaison to the farmers market committee attending meetings and providing accounting and performance reports.

#### **On Site duties**

Arrive prior to market vendors arriving and place any market signs, parking signs and barriers needed. Remain throughout the market day to:

- Assist with vendor locations at market as needed especially with new vendors
- Ensure all state, county and market rules and regulations are adhered to
- Manage all food assistant programs on site
- Answer questions for vendors and consumers
- Resolve disputes that arise
- Maintain market grounds in a safe manner
- Conduct periodic customer counts each market day to assess the level of growth
- Conduct periodic dot surveys for consumer input
- Collect all pertinent information from vendors on market day
- Assure the market area is clean once the market is closed and the vendors have left for the day
- Solicit entertainment for market days as well as sponsors for the entertainment if applicable
- Conduct farm inspections if needed and maintain records thereof

## **Duties - Off Season**

Engage in preparation for the next season through:

- Vendor recruitment
- Community relationship development
- Advertising/promotional program development
- Special events planning
- Fundraising
- Professional development for market managers (Become MIFMA certified)
- Work with market committee to plan for market

## **Qualifications**

- Must be able to lift 30 to 50 lbs.
- Computer proficient
- Organized, self motivated, creative, and mature
- Able to motivate, coordinate, train and supervise volunteers
- Be a people person with excellent organization, communication, and conflict resolution skills
- Be passionate, knowledgeable and dedicated to the Dundee community and local agriculture