



Collegetown Farmers' Market Manager Job Description

January 25, 2012

The Collegetown Main Street program, a non-profit 501(c)3 organization, is in its second year of operation of a Farmers' Market on Main Street in Collegetown, PA.

The market will provide access to locally grown fruits, vegetables and other farm products while creating a sense of community within the Borough and helping to bring foot traffic to the Main Street district.

In 2012 the market will be open on Saturdays from 9 a.m. until 1 p.m. in the large paved parking lot behind the AmeriGreen Gas station at 460 E. Main Street, Collegetown. The market will open May 5th and run weekly for 29 weeks, ending on the Saturday before Thanksgiving, Nov. 17th.

Manager Position

The Market Manager will oversee the market and represent it to the market's vendors, its customers and to the community. The Market Manager is a part-time position with the primary responsibility for:

- 1) Working to increase the market's customer base by promoting the market through PR activities such as writing and sending out press releases, writing newsletter articles, posting flyers, use of social media, including posting on Facebook, blogs and tweeting, writing and sending the market's weekly e-newsletter, putting up signage and creating and promoting a series of special events at the market throughout the summer season;
- 2) Overseeing the weekly operation of the market, most importantly in getting the market and sound equipment set up and ready before the 9 a.m. opening time, and then ensuring that all tents and equipment are taken down and stored and the site put back in order when the market ends at 1 p.m.
- 3) Administrative work, including record-keeping and communication with farmers, vendors, the public, and others during the non-market hours.

The Market Manager will oversee the running of the market and make decisions based on the Collegetown Farmers' Market Rules and Regulations. If questions arise concerning these rules, the Market Manager retains the discretion to interpret market policy.

The manager will be an employee of the Collegetown Economic Development Corporation and report to the Collegetown Main Street Manager. The Main Street Manager will perform an evaluation of the Market Manager's performance mid-summer and at the end of the market season.

Hours

It is expected that the Manager will work a total of 20 hours per week during the 29-week Farmers' Market season. Of those hours, the Manager will be required to oversee the running of the market every Saturday, and most particularly its opening and close. The remaining hours per week are required to plan for and promote each market, perform administrative duties, update the website and Facebook page, tweet, and send out the weekly market Constant Contact newsletter.

Off-season, the Manager will work an average of 30 hours per month. These hours are flexible, to be used when needed for administrative duties, answering inquiries, planning for the upcoming market and recruiting vendors, promoting the market at the beginning of the season, etc.

Duties – In season

- Enroll farmers/vendors in the market – through seasonal vendor agreements or as ad hoc vendors
- Be responsible for collecting all stall fees owed, ensuring that all checks are made out to the Colledgeville Economic Development Corporation, and keeping an accurate accounting.
- Maintain database of farmers, vendors, their contact information, and any licenses or permits each vendor possesses based on the products they are selling.
- Ensure that all vendors have proper and up-to-date liability insurance
- Recruit market volunteers to help with the running of the market
- Begin promoting the market at least a month before it opens, and then promote through the season to grow the market's customer base. Ensure signage and banners are put up and maintained in good working order, update the Colledgeville Farmers' Market website and write and send the weekly farmers' market newsletter featuring products available to the market's customer list. Be active on the market's Facebook page, posting on food blogs and through tweeting. Write and send out press releases and write newsletter copy and distribute flyers to encourage customers to attend the market frequently. Plan and promote a series of special events at the market to attract customers, such as special activities for kids, Ursinus students, bike days, organic gardening classes and other environmentally and healthy food-themed seminars and cooking demonstrations.
- Arrive prior to market vendors arriving and oversee the running of the market:
 - Support all volunteers before, during and after the market closes
 - Properly mark and place vendors in stalls, including assigning market stalls to daily vendors
 - Stage market signs and parking signs
 - Maintain market grounds in a safe manner
 - Ensure all market rules and regulations are adhered to as well as the Montgomery County Health Regulations
 - Answer questions from vendors and consumers
 - Resolve any disputes that may arise
 - Ensure that the Colledgeville Main Street information booth is staffed by volunteers, and be responsible for the booth's contents:
 - Organize special promotions, raffles, distribution of Main Street business information and coupons, nutritional education materials, recipes for seasonal and local foods, and if instituted, operate the market's Electronic Benefit Transfer (EBT) program for SNAP (the former food stamp program).
 - Coordinate music, children's activities and any community groups on market day
 - Communicate market policies, activities and rules to farmers, keeping them informed throughout the season. Bring suggestions from farmers back to the Farmers' Market Committee.
 - Assure the market site is clean once the market is closed and the vendors have left for the day. Take down market signage and store appropriately, along with trash cans, tents, tables and chairs, etc.
 - Solicit entertainment and schedule for market days
 - Act as liaison to the Farmers' Market Committee, providing accounting and performance reports, and meet on a regular basis with the Farmers' Market Committee and the Main Street Manager

- Perform additional duties as assigned by the Farmers' Market Committee and the Main Street Manager

Duties – Off season

- Engage in vendor recruitment for the next season
- Attend professional development courses for farmers' market managers
- Make budget recommendations for the market
- Assist the Farmers' Market Committee in fundraising activities, promotional program development and special events planning
- Work with Farmers' Market Committee to plan for market growth and development
- Engage in preparations of the site for the next season, including securing the location, liability insurance certificates from vendors, ensuring that any maintenance or repairs needed are made, secure bathrooms, set the market schedule and organize volunteers

Qualifications

- Must possess computer skills in Word, Excel, e-mail, and be able to update the Farmers' Market web and Facebook pages and write and send out the weekly Constant Contact market newsletter.
- Must have excellent writing skills and be able to write press releases to send to the news media and newsletter copy.
- Must be familiar with and able to use social media tools
- Must have experience in planning and running special events
- Must be a good marketer
- Must be able to lift 50 pounds, have a current, valid motor vehicle license and must have own transportation.
- Ability to think creatively
- People person with skills in diplomacy and dispute resolution skills
- Excellent communication skills
- Excellent organizational skills
- Self-motivated
- Passionate about the community and local agriculture
- Mature and able to make good decisions
- Ability to train, supervise, coordinate and motivate volunteers
- Some financial knowledge helpful: *i.e.* budgeting
- Prior experience overseeing a farmers' market or special events desirable

Salary and Compensation

The Market Manager salary will be \$13/hour for 20 hours a week for 29 weeks (from 5/05/2012 through 11/17/2012) for a total of \$7,540 while the market is in session. In the off-season, the salary will be \$13 for about 30 hours per month for a total of \$2,260, making the yearly salary \$9,800.00. The salary is fixed at this compensation level.

The individual will also receive worker's compensation coverage.

To Apply or for More Information

Contact Cathy Kernen, Chair, Collegeville Farmers' Market Committee, 476 East Main Street, Collegeville, PA 19426. E-mail: catherine.kernen@comcast.net

Other Information

The Collegeville Economic Development Corporation will consider all qualified applicants without regard to race, color, religious creed, ancestry, national origin, age or sex.

Location: Collegeville, PA

Principals only. Recruiters, please don't contact this job poster.

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