



## **Collegetown Farmers' Market Manager Job Description**

### **February 19, 2011**

The Collegetown Main Street program, a non-profit 501(c)3 organization, is opening a new 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. The market will be open on Saturdays from 9 a.m. until 1 p.m. in the large paved parking lot behind the AmeriGas station at 460 E. Main Street, Collegetown. The Special Early Spring Market will open April 30<sup>th</sup> and run until June 18<sup>th</sup>. The market's grand opening of about 20 vendors is tentatively scheduled for June 18<sup>th</sup>, to then run weekly until Thanksgiving.

#### **Manager Position**

The Market Manager is a part-time position with the primary responsibility for 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 be an employee of the Collegetown Economic Development Corporation and report to the Collegetown Main Street Manager. The position will also take direction from the Collegetown Farmers' Market Committee. The Market Manager will run 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. In addition, the Manager will represent the market to the market's vendors, the consumers and to the community.

#### **Hours**

It is expected that the Manager will work a total of 10 hours per week during the Farmers' Market season. Of those hours, the Manager will be required to perform 6 hours of "market time" every Saturday. The remaining 4 hours per week of flexible "office time" is required to perform administrative duties, promote the market, update the website and Facebook page, and send out the weekly market Constant Contact newsletter e-mail blasts.

Off-season, the Manager will work an average of three hours per week. These hours are flexible, to be used when needed to answer inquiries, to plan for the upcoming market and recruit vendors, etc.

#### **Duties – In season**

- Enroll farmers/vendors in the market – either through seasonal vendor agreements or as ad hoc vendors
- From 2012 on, be responsible for collecting all stall fees owed, ensuring that all checks are made out to the Collegetown Economic Development Corporation, and keeping an accurate accounting.
- Arrive prior to market vendors arriving and remain throughout the market day to:
  - Properly mark and place vendors in stalls, including assigning market stalls to daily vendors
  - Place market signs and parking signs

- Ensure all rules and regulations are adhered to
- Ensure all state and county regulations, and particularly the Montgomery County Health Regulations, are adhered to
- Ensure that all vendors have the proper liability insurance
- Answer questions for vendors and consumers
- Resolve any disputes that may arise
- Maintain market grounds in a safe manner
- Ensure that the Collegeville Main Street informational 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, crafts and community groups on market day
- Support all volunteers before, during and after the market closes
- 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, Purell stations, etc.
- Solicit entertainment and schedule for market days
- Assist in promoting the market through the summer. Ensure signage and banners are in good working order, maintain and update the Collegeville Farmers' Market website and send out weekly e-mail blasts featuring products available to the market's customer list.
- Maintain database of farmers, vendors, their contact information, and any licenses or permits each vendor possesses based on the products they are selling.
- 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 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 be able to lift 50 pounds, have a current, valid PA motor vehicle license and must have own transportation.
- Most 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.
- 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
- Marketing skills helpful
- Some financial knowledge helpful: *i.e.* budgeting
- Prior experience overseeing a farmers' market desirable

### **Salary and Compensation**

The Market Manager salary will be \$15/hour for 10 hours a week for 31 weeks (from 4/24/2011 through 11/27/2011) for a total of \$4,650 while the market is in session. In the off-season, the salary will be \$15 for 3 hours per week over 21 weeks for \$945, making the yearly salary \$5,595.

The individual will also receive worker's compensation coverage.

### **To Apply or for More Information**

Contact Linda Flederbach, Main Street Manager, Collegeville Main Street Program, 476 East Main Street, Collegeville, PA 19426. E-mail: [manager@collegevilledvelopment.org](mailto:manager@collegevilledvelopment.org) or telephone at 610.454.1050

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