

# **Mount Vernon Farmers' Market**

## **Market Manager Job Description**

The person hired for this position will provide on-site management of the downtown Mount Vernon Farmer's Market (Saturdays from 9 AM to 2 PM) and the Skagit Valley Hospital Wednesday Market (Wednesdays from 2 PM to 7 PM). Additional time will be required for market-related communications, record-keeping and reporting, advertising, and event planning. Employment will begin as soon as possible and be permanent/part time.

### **Market Planning and Promotion**

- Participate in overall market planning and scheduling in conjunction with the Board.
- Submit appropriate permit applications.
- Design and implement a comprehensive marketing campaign. Coordinate placement of ads in newspapers and other publications, as appropriate, with assistance of a board volunteer.
- Organize the distribution of Market posters no later than two weeks prior to Market opening day.
- Coordinate and organize pre-season events to promote Opening Day and the market season.
- Work with webmaster to provide monthly updates and maintenance. Maintain MVFM social media presence on Facebook and Instagram.

### **Vendor Organization and Recruitment**

- Organize and distribute pre-seasonal vendor registration forms, vendor surveys and year-end reports.
- Assist in the recruitment of new vendors.
- Notify vendors of dates, times, and Market policies and procedures.
- Arrange on-site meeting with vendors prior to opening day.
- Develop and maintain vendor placement site plan.
- Coordinate vendor survey at close of market season, at board direction.

### **Recordkeeping and Bookkeeping**

- Maintain complete vendor roster and attendance date, as appropriate.
- Collect, record and deposit vendor registration fees.
- Collect vendor stall fees and provide to, or work in conjunction with treasurer or designated market representative for recording.
- Manage WIC, EBT, FINI Grant, SNAP, and other incentive programs.
- Provide a written monthly summary of activities to the Board.

### **Financial and Budget**

- Present any budget proposals for special events (music, cooking demos, Harvest Market, and others), to Board for approval.
- Present any potential grant opportunities to Board for discussion and approval well in advance of application deadline(s). If approved, submit proposals for such grant moneys. Maintain appropriate records and accounting for any grants received for reporting and re-submission

- Provide treasurer (and other appropriate members of the Board) assistance and information to prepare the annual budget for discussion and approval of the full Board.

### **Other Duties**

- Arrange and coordinate with government agencies and private contractors for Market services and maintenance.
- Provide appropriate instruction and oversight for on site market volunteers.
- Manage Market email, correspondence, and phone contacts.
- Send out electronic Market Newsletter weekly during Market season.
- Oversee security and storage of Market property.
- Schedule substitute managers as needed, with prior approval from market board—to be compensated by market manager.
- Schedule special market day events.
- Attend monthly Board meetings.
- Attend Skagit Valley Farmers Market Coalition meetings and work in conjunctions with other markets to execute incentive programs, marketing, and market support.

### **Market Day Duties**

**Saturday Market: Hours of Business 9am-2pm**

**Wednesday Market: Hours of Business 2pm-7pm**

- Oversee placement of directional street signs prior to opening, and remove after close, of Market.
- Coordinate set-up starting at 2 hours before opening and remain on duty through closing and clean-up.
- Direct and assist with vendor placement.
- Work with volunteer team to set up Market table, organize volunteers, display Market banner and set out informational material.
- Set-up canopies, chairs, umbrellas, and any additional signage.
- Act as the face of the market—set a welcoming tone, facilitate raffle, and distribute information.
- Distribute and collect stall fee envelopes.
- Enforce Market policies for vendors and customers. Assist in resolution of any customer-customer, vendor-vendor, or customer-vendor issues that arise.
- Close market, store equipment, and remove portable signs.
- Follow established “best practices” for market safety.
- For the **Wednesday Market**, coordinate with designated hospital staff regarding market set-up and promotion: signage, location, security, and other arrangements, as needed.
- Direct and assist EBT clerk.
- Pay musicians and others as needed.

### **Job Qualifications**

- Experience with project management, program coordination, event planning, and community building and marketing activities.
- Knowledge of the geographic area we serve (western Skagit county) including a working understanding of the region’s agriculture.
- Knowledge of current issues impacting agriculture, farmers’ markets, and local foods.

- Demonstrated public speaking experience.
- 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.
- Driver's license and reliable transportation

### **Skill Set**

- Enthusiasm, initiative, and judgment necessary to develop a multi-faceted role actively supporting the development of Mount Vernon Farmer's Market within the context of the local food system.
- Ability to act as enthusiastic ambassador for the market to 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.
- Working knowledge of Microsoft Office Suite 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:** As early as possible to 12/31/2019; contract renewal will be based on post-season performance review.

**Compensation:** DOE and qualifications, starting at \$1400/month. Year-round, the position is a seasonally variable position, the hours required will be longer during the weeks of market operation (late May-mid October) and shorter during the off-season.

### **Deadlines & Instructions**

Applications will be accepted until June 15, 2019 or until position is filled. To apply, send a resume and cover letter detailing your interest, qualifications, and personal vision for the market to: [mvfmmanager@gmail.com](mailto:mvfmmanager@gmail.com)