

# FARMERS<sup>OF</sup>ORANGE

## South Estes Farmers Market (Chapel Hill, NC) Market Manager Responsibilities

In general, the Market Manager responsibilities include:

- ❖ day-to-day operations on market days
- ❖ providing cohesive leadership to the market in conjunction with the Board of Directors
- ❖ promotion and advertising of the market

Specifically, the Market Manager responsibilities include:

### **I. Administration**

- 1) Maintain Farmers of Orange (FO) and FO market websites
- 2) Maintain customer e-mail list; compile and distribute weekly market e-newsletter to customers
- 3) Membership
  - a) Maintain a current directory of vendors
  - b) Maintain records of vendor market attendance and collect weekly space fees as set by the Board
  - c) Keep up-to-date files on vendor certifications, licenses and any other documentation needed to legally sell at the market
  - d) Work with membership committee on recruitment of new vendors

### **II. Market Operations**

- 1) The Market Manager will ensure that the market area is maintained in a safe and efficient manner. The Market Manager will be responsible for handling any emergencies that arise during the market.
- 2) The Market Manager will monitor market member products and ensure compliance with the Market Rules.
- 3) The Market Manager acts as the conduit of information between vendors, customers and the Board of Directors. The Market Manager will answer to customer and vendor questions/complaints on market day.
- 4) The Market Manager will assign spots to all market members who do not have permanent spots (e.g. seasonal and guest vendors). The Market Manager will supervise market set-up and market clean-up at the end of the market. This will necessitate the Market Manager be on site approximately 1.5 hours prior to opening and .5 hour after closing for the Saturday market (total of 6 hours).
- 5) The Market Manager will oversee the Welcome table or arrange for volunteers. The Market Manager will oversee and be responsible for all market volunteers. Each hour of the market operation, the Manager or volunteer will take a reasonable count of market customers and record in a comprehensive log.
- 6) The Manager will attend the monthly Board meeting and report to the Board about market operations: customer counts, complaints, suggestions, etc.
- 7) The Market Manager will place signage as necessary along roadways on market days.
- 8) The Market Manager will administer Food Stamps and other aid programs, if available.

### **III. Promotion and Advertising**

1. The Market Manager of the South Estes Farmers Market (SEFM) will serve as the primary point of contact between FO and our SEFM sponsors, *A Southern Season* (SS) and University Mall (UM).
2. Create effective promotion and advertising of the market; promotion and advertising will be coordinated with SS and UM.
3. Create, organize and implement special events, music and programs to attract customers; create an annual calendar for the market.
4. Conduct market and customer surveys and other informal research to assess opportunities and challenges for the market.
5. Participate in community meetings and activities on behalf of FO. Identify creative ways for the market to be a part of all appropriate community activities.

## **Desired Qualifications**

- Outstanding ability to communicate verbally and in writing
- Experience with project management, program coordination, event planning or community building
- Demonstrated strong organizational skills
- Excellent people skills: friendly, outgoing, tactful, able to listen
- Conflict resolution skills
- Ability to write basic reports and manage the market's database
- Working knowledge of Microsoft Office Suite
- Webpage management skills are highly desirable
- Sense of humor and capacity to manage stress in a healthy way
- Experience working with diverse stakeholders
- Ability to lift 50 pounds on a regular basis
- Knowledge of and interest in agriculture and food system issues
- Public speaking experience is desirable
- Proven success in writing grants and experience in fundraising are a plus

## **Employment Period and Time**

Employment will begin on or before October 24, 2009 and be permanent/part time. From April – Nov. the work period will be each market Saturday from 6:30 am – 12:30 pm. In December the market work period will be market Saturdays from 7:30 am – 12:30 pm. From Jan. – March the work period will be each market Saturday from 8:30 am – 12:30 pm. An additional 6 hours per week (average) will be required for management, marketing, advertising, and planning promotional events. The total number of work hours/yr is estimated to be 576; small changes may be made to any of the above to keep the work hours within budgetary guidelines.

Starting at \$12.00/hr

Please send resume and list of references to:

Farmers of Orange  
P.O. Box 311  
Hillsborough, NC 27278