

# **Townsend Farmers Market**

## **Market Manager Job Description**

For a farmers' market to succeed in serving farmers, consumers and communities, someone must be responsible for its operations and be accountable to oversee the market's long-term sustainability. Making a market look effortless to the general public while being both profitable to farmers and a valuable shopping experience for consumers is both a science and an art. Though it may appear to an outsider to consist of little more than running around with a clipboard on market day, the reality is that markets are everchanging organisms that require a great deal of work throughout the year to grow and thrive.

The Townsend Farmers Market operates on Thursdays from 3:00 to 6:00 pm from late May to late September.

### **JOB DESCRIPTION**

The market manager must be reliable, self-motivated, and have good communication and customer service skills. The ideal person will be an enthusiastic advocate of the local food movement. Specific responsibilities will be determined by the needs of the customers, market partners, and vendors.

Generally, the market manager is responsible for the following activities:

- Arrive at market at least 1 hour early to coordinate setup. Stay at market until all vendors have left (usually no more than 1 hour after).
- Place signs promoting the market around the community at key locations prior to opening on each market day; remove at the close of market.
- Coordinate vendor parking/setup to ensure vendors are in the correct space.
- Develop and maintain good relationships with vendors, customers, and the community.
- Assist vendors, community representatives, and customers by providing market-related information, conflict resolution, and general aid as appropriate.
- Enforce market rules.
- Determine the eligibility of those wanting to sell at the market based on the rules established by market's governing body. Recruit new producers to expand the variety or products for sale.
- Work with partners to promote the market through social media, newspaper, e-newsletters, and community outreach.
- Manage the budget for the market and ensuring that it is being used efficiently. Collect rental fees from vendors and maintain accurate records of payment and finances.
- Ensure that all applicable licenses, permits, and insurances are filed with relevant agencies. Be knowledgeable about exactly where to refer a vendor in need of permits or registrations.

### **REQUIREMENTS**

- Available during all market hours during the season
- Willing and able to work outside in all weather conditions
- Safely able to lift and carry at least 50 pounds