

## **Manchester Farmer's Market Manager Job Description 2015**

### **Job Summary**

The Market Manager is a part-time seasonal position including 5-6 hours on Thursday afternoons on-site of the Farmers Market on Adrian Street and about 2 hours during the week. Manager oversees daily operations of the weekly Manchester Market, held in downtown Manchester, Thursdays from 4PM-7PM, May 7<sup>th</sup>- October 8<sup>th</sup>. In addition to weekly market days, the manager is required to work with the Farmers Market Committee on vendor outreach and management, recruitment, customer outreach and marketing, coordinating weekly entertainment, and overseeing volunteers and any associated events held at the market.

### **RESPONSIBILITIES:**

#### **1. Market days (5-6 hours per week).**

- Have a vendor map ready prior to the start of the market & adjust as needed
- Arrive by 2 pm to get cones & signs out and in place, put up welcome tent and get promotional materials out and ready.
- Set up of market (2 – 4 pm)
  - Ensure vendors are safely driving vehicles into market area for set up.
  - Welcome vendors, assign spaces, give them the day's information folder
  - Ensure each vendor has turned in an completed application & insurance information
  - Ensure vendors have canopies weighed down and their space looks safe for customers
  - Ensure vendors move their vehicles to the appropriate location after unloading
  - Collect vendor fees & provide receipt to vendor (using Sales Book with copy),
  - Give vendors a card for reporting sales & ensure each vendor returns the card
  - Take pictures of vendor's tables to post on Facebook and the website for attracting customers to market
- Monitor the market to ensure it is safe, greet customers (4-7 pm)
  - Welcome customers, hand out coupons, offer recipe cards, etc. – goal is to get all customers to return each week.
  - Collect emails from visitors for email blast and ask customers to Like our Facebook page
  - Enforce safety at the market including no riding bikes or skateboards, dogs must be on a leash, no smoking, etc.
  - Call police for assistance if needed for any issues that arise at the market.
  - Ensure vendors have pricing information either on each item or on a sign/poster which is visible to customers.
  - Ensure wine vendors are following all State Regulations both for application to the farmers market and when at the farmers market
  - Count foot traffic (count for 10 minute each hour) and record counts
- Closing (7-8 pm)

- Ensure vendors are safely driving vehicles in during closing
- Collect coupons from vendors and provide the vendor with a receipt
- Collect cards reporting gross sales from vendors
- Fill out Income, expense, coupon and gross sales section of financial spreadsheet each week and give this form, money and checks received, coupons, food pantry purchases to a Farmers market committee member or turn them into the Village within a week. Also provide the Village with a copy of any new applications.
- Make purchases or arrangements for purchases for programs as specified in the grant and by the Farmers Market Committee.
- Put away cones, signs, welcome table, etc.
- Ensure the market area is cleaned up.

## 2. Between markets

- Understand the goals & objectives of the market as developed by the Committee
- Monitor the farmers market email Monday – Friday, handle vendors questions & issues (~30 minutes per week)
- 2 days before the market contact all vendors determine if they are attending and collect items to advertise for each vendor & prepare vendor map (~30 minutes per week), 1 day before the market – prepare the email/facebook blast and send out on Wednesday evening or Thursday morning (~1 hours per week)
- Assist the Farmers Market Committee with events that will occur at the market most weeks and advertising
- Optional, attend monthly Farmers Market Committee meetings (Jan - Dec) – 7 hours

## **Qualifications:**

- Commitment to local food, nutrition, health and wellness.
- Ability to work independently/self starter.
- Excellent interpersonal skills.
- Clear and organized work habits, positive attitude, flexible.
- Excellent oral and written communication skills.
- Able to work with minimal direction.
- Skill in program development and management, preferable to have attended the MIFMA Farmers Market Manager training in the last 5 years.
- Good computer skills, including excel, word.
- Ability to collect and analyze data about the market.
- Educational requirement: minimum high school degree, preferred college degree.
- Knowledge of farming or retail is preferred.
- Some familiarity with the Manchester Community
- Ability to work Thursdays during the market season May 7 – Oct 8 .
- Ability to lift 30 lbs and work on your feet during market hours.

## **Compensation**

Commensurate with experience.

## **Application Process**

Please send a letter of intent and resume to [farmersmarket48158@gmail.com](mailto:farmersmarket48158@gmail.com) or mail to Attn: Farmers Market Committee, Manchester Village, 912 City Road, P.O. Box 794, Manchester, MI 48158

Application deadline is Feb 28, 2015.

## **Market Mission Statement**

Manchester Farmers' Market provides a setting where local farmers, producers, and artisans come together to provide a variety of fresh produce and related products directly to the consumer. The market encourages direct communication between consumers and growers, fosters social and community connections and promotes nutritious food choices.

## **Vision**

The Farmer's Market has championed wellness and economic development in the community of Manchester, transforming Thursday evenings into a true hub of activity. The market is consistently full and connects with thriving business downtown.

The Market is perpetually full and the foot traffic has more than doubled from previous years. Manchester residents and commuters are excited to do their weekly shopping, ensuring that the vendors come back every week to meet the demands of the community. Vendors are thrilled to expand the diversity and amount of product they bring to the market because the market is profitable for them. Weekly entertainment and events encourage customers to linger and enjoy each other spending more time downtown.

Manchester residents and customers have never been healthier due to fresh food coupons and programs the Market has promoted. Customers of all ages are taking home more produce, learning new recipes from the Manchester Wellness Coalition, vendors and cooking demos. Local restaurants are taking on the challenge to implement fresh, local foods into their menus and introduce healthy twists on favorite dishes. The Market is truly a spark to ignite the community in many ways.

## **Challenges for 2015**

The market location is moving to accommodate construction of the Bridge on Main St. In 2016, the market will return to its normal location on Adrian Street. The 2015 location is Chi-Broil Park on M-52 just north of the main intersection.