

**Richland Farmers' Market
Part-time Farmers' Market Manager
Contract Description
2018 Season**

Independent Contractor Period

The contract will begin upon hire and last until October 15, 2018. The contract is for \$3,000 total, to be paid in monthly increments. Send resume and three references to info@richlandareacc.org.

Program Overview

The Richland Farmers Market (RFM) began in 2008 as a grassroots effort to bring farmers, artisans and shoppers together in a weekly celebration of food, music and fun. Now located at the Richland Area Community Center, (RACC) the RFM offers a community event with local, sustainable foods and unique arts and crafts in a vibrant, rural, outdoor setting, along our paved trail.

The market is held on Wednesdays, from mid-May through the end of Sept. from 3-6:00 pm. Last year, more than 7,500 people visited the market, with an average of 20 vendors, (29 at peak). We would like to see the market grow, increasing vendors, food trucks, visitors and events held during the market.

This is a part-time, seasonal contract for \$3,000, that begins upon hire and ends Oct. 15th.

Market Manager Role

The role of RFM manager is to recruit vendors and oversee, promote and grow the Richland Farmers' Market. This position will provide a range of market-related planning and promotions activities, and positive interactions with vendors, customers and volunteer s. We're looking for someone who is outgoing, organized, with social media and computer savvy who will be a champion for the Richland Farmers' Market. This person will report to the Executive Director. During the active market, you will need to be available May through Sept. Wednesdays, 1:30-6:30 pm.* A significant amount of time is also necessary in February-April to recruit market participants and plan for the upcoming season.

**Market Manager is required to attend all markets, but may be excused from one market per summer as long as he/she recruits volunteers to fulfill the roles for those weeks. Note we will not hold a market on Weds. July 4th.*

Administrative

- Solicit vendors, track vendor attendance, payments, monitor vendor compliance, other required documentation
- Communicate with vendors about their intent to participate and the products they will make available each week. (This information will be used for weekly communication to the public through electronic newsletters, website, social media, etc.)

- Maintain accurate records & documentation with a secure back-up system
- Hand weekly reports and funds collected from vendors at the market and provide detailed accounting to RACC's Business Manager.
- Attend monthly meetings with Executive Director and Business Manager to report on market operations
- Plan market events such as consumer education, entertainment, activities with children, cooking and composting demonstrations, live music, and special theme days at the market.
- Recruit, train, coordinate, acknowledge, and utilize talents of market volunteers.

Market Operations

- Arrive 1.5 hours prior to opening. Prepare market site and provide set-up guidance and assistance to vendors, volunteers, and entertainment.
- Assign vendor sites (weekly and seasonally). Collect weekly vendor fees at the opening of each market day and maintain appropriate records.
- Set up market information table with appropriate marketing supplies. Ensure table is constantly staffed with knowledgeable volunteers that can assist patrons or vendors.
- Set up canopy for musicians.
- Operate EBT cards/tokens. Dispense tokens to consumers, keep necessary records, and submit reports to ensure timely payments.
- Estimate customer foot traffic either personally or through volunteers.
- Resolve any vendor conflicts as quickly and discreetly as possible per established grievance policy.
- Enforce market rules and food safety standards by encouraging compliance and asking offending vendors to leave if unable or unwilling to comply.
- Remain at market until vendors are finished and ensure the cleanliness of the market location.

Vendor Relations & Support

- Serve as primary contact for potential/current vendors seeking to submit applications, providing guidance for compliance with market policies and procedures.
- Identify key needs of vendors that can be addressed through training, policies, partnerships, and other support services and communicate this information to the Executive Director.

Promotion

- Assist the RACC in marketing and promotions efforts to benefit RFM
- Seek sponsors for RFM
- Represent RFM at relevant community planning meetings, activities and events.
- Increase social media marketing footprint by posting regularly to the RACC Facebook page (may include live updates from the market location)
- Keep website up to date.

- Promote the market using various strategies, primarily through creative, low-cost marketing techniques and effective local partnerships.
- Develop and distribute weekly electronic newsletters to RFM vendors and customers.
- Maintain relationship with Michigan Farmers' Market Association (MIFMA)

Job Qualifications:

- Experience with project management, event planning, community building and marketing activities.
- Working understanding of the region's agriculture.
- Knowledge of current issues impacting agriculture, farmers' markets, and local foods
- Demonstrated public speaking experience
- Web page management and social networking skills
- Education at the Grade 12 or equivalent as a minimum
- Physically able to lift 50 lbs.

Skill Set:

- Ability to act as an enthusiastic ambassador for the market, growers, consumers, and the larger community
- Demonstrated performance as self-starter with the ability to assess and solve issues as they arise, follow through on details, and build effective relationships with others.
- Must own a smart phone, be skilled at texting, using a computer, sending email/enews
- Strong ability to communicate verbally and in writing, including ability to collect information, write reports, and manage data
- A working knowledge of web page maintenance, social media, email and enews publishing
- Demonstrated organization skills to maintain vendor, volunteer, EBT and other databases
- 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
- Grant writing experience a plus

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Questions? Please call Jilisa Williams or Lucy Escandon at 269-629-9430 or send an email to info@richlandareacc.org. Accepting applications through Feb. 25.