



COMMUNITY  
FARM  
ALLIANCE

# FARMERS MARKET SUPPORT PROGRAM

## HIRING AND MANAGING A MARKET MANAGER

### ARE YOU READY?

There are responsibilities and risks to hiring a market manager. See the [Farmers Market Legal Toolkit](#) to assess if your market is ready to support this new role at your market.

### BUDGET & JOB DESCRIPTION

It's important to know how many paid market manager hours your market can afford and be realistic about what duties can be completed in that time. [The Mighty Market Manager](#) from the Washington Farmers Market Association will walk you through the process of creating a budget and job description.

### HIRING

Finding the right market manager isn't always easy. Use your networks first! There is probably a loyal customer or an enthusiastic volunteer who would be a good match. Once hired, a good contract is a must to set clear expectations for a smooth running market season. [This contract is a good example.](#)

### COMPENSATION

Is your manager an employee or a contractor? [Learn the difference](#) between these classifications and what compensations may be required. Also, consult with your accountant to set up an appropriate payment schedule and gather proper tax documents.

### TRAINING

Be sure to hire your manager well before opening day to assure that they have the training and skills to successfully face the barrage of challenges of managing a market. [This manual](#) from the Farmers Market Federation of New York is a great place to start.

### MANAGEMENT

Your manager will need a workplan, support and evaluation throughout the year. This [Making Your Market Manager Matter](#) webinar will provide a framework for giving your manager action items and 'measurables' to track progress and achieve results.

### NEED MORE HELP?

If you want help in setting up a hiring process and good systems for managing a market manager, [Kentucky Center for Ag. & Rural Development](#) can help.