# 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.