



Yelm Farmers' Market

Market Manager - Job Description - 2017

Purpose: The Market Manager is the public face of the Yelm Farmers Market, working to support the mission of the newly renamed 501c3, **Bounty for Families(BFF)**, previously Yelm Cooperative, to provide locally grown and harvested food and educate the public about the importance of eating locally grown foods.

The Market also provides farmers, producers and artisans a direct market opportunity, local customer access to the best of the Northwest, and celebrates and revitalizes Yelm and our nearby communities.

Ideal candidates are professional, of high integrity, friendly, outgoing, and treat the customers and vendors with attention and respect. The Market Manager is responsible for both managing the day-to-day operations of the Market and its staff and for expanding the market. Reports to: Board of Directors of the Yelm Cooperative.

Status: Near year-round (10 months), part-time position. This position's hours are typically 30 to 40 hours per week during market season, with fewer hours per week in winter, but still working an annual average of 20 hours per week. Schedule is highly flexible with the exception of market days (Sunday) which typically run from 7:30a.m. – 5:00p.m. Supervises: Farmers Market volunteers and market crew members. The manager is paid as an independent contractor and there are no benefits.

Qualifications:

- Established in the South Puget Sound community.
- Ability to work effectively with a variety of constituents.
- Good organization skills and the ability to undertake a variety of time-sensitive tasks.
- Good computer skills, including Word, Excel, Publisher, Adobe, Wordpress
- Experience with social media such as Facebook, Twitter, blogging, website management
- Experience with people management and budgeting
- Ideally, experience in Farmers Market management
- **Good customer service skills and conflict resolution acumen.**
- Must be available on Sundays, and willing to work early hours.
- Ability to recruit market sponsors with the help of the **BFF** Board of Directors
- Previous grant writing experience a plus.

Responsibilities include but are not limited to:

- Responsible for implementing rules and policies of the Yelm Farmers Market
- Ensures efficient running of weekly market: plans staffing needs; recruits and schedules volunteers; creates weekly site map; schedules music and organizations for community booth; supervises market operations and compliance with all government regulations and market rules; responds to customer and vendor concerns; conducts customer counts; oversees and participates correct site set up and break down; ensures site left clean and equipment stored.
- Assists **BFF** Board of Directors with long term planning and evaluation of market performance; attends Board meetings, serves on all Farmers Market committees and attends other committee meetings as assigned by the Board.

Financial Accountability:

- Coordinates weekly account reconciliation and deposits with the **BFF** bookkeeper.
- Keeps records of daily sales, fees and commission; food bank donations; customer counts; volunteer hours.

Operations:

- Conducts vendor application process, reviews applications, permits and licenses. Coordinates with the BFF Board in organizing pre-season meeting; sends out updates to vendors during season.
- The Farmers Market Manager must actively seek local food producers to sell their products at the market.
- Serves as a liaison between vendors and the BFF Board, undertakes first stage of grievance process. •Maintains potential vendor file.
- Establish the calendar for season's events; schedules: weekly music program, cooking demos and vendor workshops, and occasional special events, as needed.
- Conducts and organizes fundraising, including but not limited to: sponsorships, individual donations, grants and market merchandise.
- Works and coordinates with the BFF marketing staff person to share and exchange information as needed and to ensure sponsorship deliverables are efficiently implemented at the market. Coordinates operation of the market store booth to facilitate the display and sale of market merchandise.
- Recruits and trains volunteers; schedules volunteers and tracks hours; maintains and updates volunteer manual; organizes volunteer appreciation event/items.
- Coordinates distribution of market poster and event flyers.Creates content for weekly online customer newsletter and other promotional materials; sends updates to website, Facebook, Instagram and Twitter.
- Coordinates all Power of Produce (POP) program activities, including weekly data entry of children's visits and activities.

Regulatory and WSFMA Compliance:

- Maintain relationships with the Washington State Farmers Market Association (WSFMA) to follow associated regulations and pending legislation that may impact markets.
- Obtains all necessary licenses and permits (health department, city, county etc.).
- Monitor vendor compliance with health department requirements regarding food safety including but not limited to food displays, hand washing stations, safe sampling, etc.
- Work closely with local public health inspectors and other agency inspectors to ensure regulatory issues are addressed within the market and by the vendors.
- Assists**BFF** Board of Directors in maintaining relationships with City and County administrators.Also participates in sustainable farming and food related coalition meetings such as the South Thurston Economic Development Initiative (STEDI).
- Renews membership with WSFMA, and other groups.
- Submits Market information to relevant food sustainability media.
- Attends ~~WSFMA conference, Focus on Farming;~~ represents market at sustainability fairs.

Compensation: The Market Manager will be paid an annual salary of between \$19,000 and \$22,000, depending on qualifications. The position is for an independent contractor and does not include benefits. An end of the season bonus

based on a percentage of the net profit is offered. Depending on the success of the market, there is the potential for this position to become a full-time position.

Environmental conditions: The manager must be able to lift up to 50 lbs. safely and is in the environment on market day that includes constant bending, walking, frequent lifting and carrying of containers and market equipment. The manager must be prepared to work in all types of weather from May through October, during market season.