



## **Yelm Farmers' Market Market Manager Scope of Work**

### 2017 Pre-Season - Begin February

- Identifies and leverages marketing partnership opportunities.
- Solicit sponsors and establish fundraising goals and calendar of grant proposal submissions.
- Become familiar with FM operations, rules and regulations, as well as the FM mission.
- Obtain Thurston County Food Handler's Permit
- Oversees recruitment, application process, engagement and retention of farmers and food artisans, ensuring the number and variety supports YFM's mission and goals.
- Collect vendor applications, fees, and insurance.

### March-April:

- Recruits, trains and retains a diverse YFM volunteer team. Use Volunteer Match platform and YFM website, Facebook postings and work with the Yelm High School and Yelm MS contacts.
- Arrange initial booth layout.
- Schedule and attend spring vendor meeting.
- Train on the use of the EBT and SNAP accounting procedures.
- Secure a storage area for market equipment and supplies at FM location. Conduct annual inventory of equipment and supplies.

### Market Day During season late May – early October

- The Market Manager is present at each market and is expected to provide the highest level of customer service to vendors, shoppers, and volunteers, in an enthusiastic manner.
- Oversee and participate in the market set up and close it properly each day.
- Supervise placement of market signs and barricades where appropriate.
- Open and close on time to adhere to market hours.
- Collect booth fees from vendors and provide payment receipts.
- Ensure a clean and safe environment.
- Assist vendors with market set-up where needed.
- Ensure all market signage, literature, merchandise and handouts are properly and attractively displayed at all times during market day at the Information Booth.
- Supervise selling, merchandising, and inventory of market promotional merchandise.

- Stock first aid kit and have safety plan and be First Aid/CPR certified
- Design market map for each market and send to vendors in a timely manner every week
- Interpret the market rules for vendors and others in a consistent and fair manner.
- Settle any conflict or dispute in a diplomatic fashion. Where a conflict of interest exists, refer the situation based on the grievance policy in the Yelm Farmers Market rules and guidelines.
- Make sure each market has all needed equipment and supplies and any equipment maintenance is completed during the season.
- Organize storage facilities; maintain toolbox and first aid supplies.
- Implement periodic on-site shopper surveys.

#### “Off-Market” hours

- Complete necessary accounting worksheets for EBT and product sales.
- Input new contacts from Information Booth sign-in sheet for e-newsletter.
- Maintain database of farmers, vendors, their contact information, and any licenses or permits each vendor possesses based on the products they are selling.
- Conduct farm inspections as/if necessary.
- Complete vendor evaluations periodically, at vendor season-end and/or market season-end.
- Attend monthly Board Meetings. Submit accurate reports which include data on Market operations (customer & vendor counts, sales, complaints, suggestions, accolades, market needs, sponsorships, donations, ) acting as an active conduit for dialogue between consumers, vendors and community partners with the BFF Board of Directors.
- Develop an annual budget and run the Market within the FY budget. Present budget report at each Board meeting.
- Deposit weekly income from market into bank account on first business day after market close.
- Create and send weekly e-newsletter, create weekly Facebook page postings and keep the website up to date.
- Attend partner meetings such as the South Thurston Economic Development Initiative (STEDI), county sustainable agriculture meetings, the convention and visitors/Bountiful Byways workshops and meetings, when possible. Attend the local Yelm Chamber of Commerce meetings frequently.

#### Post Season

- Complete a year-end spreadsheet showing expenses, income, vendor and visitor numbers, donations and sponsorships and submit the report to the Board.
- Identify key strengths and plans of vendors and their issues that need to be addressed through promotion, policies, partnerships, and other supportive activities by the Board of Directors of the BFF.
- Complete and file year-end spreadsheets for EBT, FMNP, and SNAP.

- Attend monthly BFF Board meetings to participate in discussions regarding management, growth and promotion of the market and local food access for the following season.

#### Additional Responsibilities

- Is a community leader and acts as the “voice” and “face of the YFM
- Leads advocacy and creates visibility for the YFM’s mission and goals
- Ensures compliance with all federal, state, and local regulations (which includes a close partnership with the Thurston County Health Department).
- Provides a healthy, safe and secure market environment.
- Develops (in collaboration with the BFF Board) and executes annual marketing and public relations plan, including website and social media strategies and tactics.
- Achieves the market’s fundraising goals through a multi-channel (grants, individual donations, sponsorships, special events, etc.) and multi-source (individuals, businesses, community organizations, foundations, etc.) development programs (with active support of the BFF Board and potential development staff).
- Creates strong relationships with YFM constituents, including volunteers, local businesses, community leaders, city officials and departments, and other farmers market organizations.
- Recruits and schedules non-profit groups to fill YFM’s free non-profit community booth
- Maintains donor and sponsorship database.
- Establishes, tracks, and achieves budgets.
- Brings a drive and passion for farmers markets, YFM, building community and the Yelm Community
- Is a catalyst in bringing people together behind a common goal, inspiring teamwork and a positive market environment.
- Effectively communicates to the public via public speaking and writing.
- Makes things happen, has a vision, and leads the way.