

Manzanita Farmers Market Manager

Job Summary: The Market Manager helps develop the farmers market with the MFM Board of Directors. The Market Manager independently plans, operates, and delegates activities to volunteers to fulfill the functions of the weekly farmers market. Must be able to work Fridays during market season, June through late September. The Manager reports to the Manzanita Farmers Market Board. This is a contract position.

General-Market Manager Duties:

- Recruit and manage farmers and other vendors.
- Plan and facilitate annual vendor training
- Organize and recruit volunteers at weekly market
- Attend monthly board meetings and give monthly market reports and other reports as applicable
- Maintain market record keeping; maintain and organize files with contact information on all market participants, vendors, entertainers, volunteers, service providers
- Work with market treasurer to develop annual budget; track payments, income and expenses
- Assist/train vendors, volunteers about Zero Waste program
- Develop, lead and manage promotional efforts for the market, including print advertising and social media; maintain MFM Facebook page and draft weekly in season e-newsletters; with support from the board advertising committee, develop an annual advertising and marketing plan
- Manage and maintain Facebook page and weekly (in-season) e-newsletter
- Develop, lead and manage fundraising efforts for the market; with support from the board fund development committee, develop an annual fundraising plan
- Create mid-season and end-of-season status report and submit notes, files and other information to board. Visit with community groups to present about the market
- Participate in annual “personnel review”
- Implement low income food access administration, including EFT machine for SNAP transactions at market (and including SNAP, WIC & FDNP outreach to vendors and customers) and other related programs
- Assist in the development of cultural accessibility to the market

Qualifications:

- At least two years experience in community organizing or farmers market management
- Must be self-directed and proficient at creative problem solving and organizational development
- Enjoy working with people from different backgrounds
- Have excellent verbal and written communication skills, as well as a working knowledge of administrative functions and practices
- General background and strong interest in community development including small business and economic development initiatives
- Interest in healthy eating and improving access to affordable, nutritious foods through direct farm markets
- Must be proficient in basic office equipment
- Must be proficient with Microsoft or Macintosh office software, social media tools, website updates, and general internet navigation

Hours: This position is approximately 50 hours per month, 9 months of year during market season – February through October; and approximately 20 hours during “off” season (November, December, January.) Compensation will be based on experience.

How to apply: Send cover letter, resume, and three references to:
info@manzanitafarmersmarket.com by June 25, 2015.