

Job Description for Carnation Farmers Market Manager

The Carnation Market Manager (Manager) will serve as a positive, energetic face for the Carnation Farmers Market (CFM). The Manager will interact with the local community by providing information, answering questions, and addressing concerns. The Manager must be well organized and will coordinate all CFM activities, uphold the CFM “Guidelines and Policies”, implement and enforce other policies as defined by the Sno-Valley Tilth Board of Directors (BOD).

In general, the CFM Manager responsibilities include:

- Day-to-day CFM operations throughout market season.
- Serving as point of contact for the CFM.
- Increasing the volume of agricultural products grown and sold in the Snoqualmie Valley.
- Promotion/advertising of the CFM with a goal of increasing the customer base and individual vendor sales.
- Making the CFM a destination for residents and visitors through a focus on high quality agricultural products and market-based, educational activities of interest to families.
- Maintain accurate and timely financial and statistical records for the CFM.

Specifically, the CFM Manager responsibilities include:

1) Administration

- a) Maintain and regularly update the CFM website, CFM email list, CFM presence on the web in many other agriculture, consumer, and farmers’ market sites including WSFMA, Puget Sound Fresh, and City of Carnation.
- b) Maintain customer e-mail list; compile and distribute weekly CFM e-newsletter to customers at least 48 hours in advance of each market day.
- c) Attend BOD meetings during CFM season, and other times as required by the BOD, to report on scope and frequency of activities and other metrics of CFM performance.
- d) Be an ad hoc member of, and help facilitate, a Market Steering Committee (MSC), as defined in CFM Guidelines and Policies, composed of community members, consumers, local businesses, and vendors to help ensure the CFM is meeting the needs of the local agricultural community.
- e) Vendors
 - i) Maintain a current directory of vendors on the CFM website.
 - ii) Maintain records of vendor attendance and sales.
 - iii) Collect vendor fees as approved by the BOD and make bank deposits weekly during CFM season and as needed during off-season.
 - iv) Keep up-to-date files on vendor certifications, licenses, and any other documentation needed to sell legally at the CFM.
 - v) Work with MSC on recruitment, vendor retention, and approval of new vendors. Provide MSC with expertise and recommendations to guide decision-making process and help the CFM meet its goal of increasing agricultural product sales.
- f) Ensure CFM has all applicable licenses and certifications from Departments of Health and other agencies needed to operate legally. Operate CFM in compliance with all applicable law.
- g) Friends of the Market volunteer recruitment, engagement, and activities. Responsible for maintaining volunteer records including number of hours worked, contact information, and signed release of liability forms as required by state law.
- h) Prepare, with guidance from the Sno-Valley Tilth Treasurer, and present a draft CFM budget to the BOD for approval three months prior to commencement of CFM season.
- i) Collect economic impact data, prepare, and submit annual report to satisfy USDA grant requirements for Tolt Commons Shelters.
- j) Other duties as needed and identified by the BOD.

2) CFM Operations (during season)

- a) The Manager will ensure that the CFM area is maintained in a safe and efficient manner. The Manager will be responsible for handling any emergencies that arise during the CFM.
- b) The Manager will monitor vendor products and ensure compliance with the CFM Guidelines and Policies.
- c) The Manager acts as the conduit of information between vendors, customers, the MSC, and the BOD. The Manager will answer/address customer and vendor questions/complaints/concerns.
- d) The Manager will assign spots to all vendors with assistance from the MSC. The Manager will supervise CFM set-up and clean-up at the end of the market day. This will necessitate the Manager being on site at least two hours prior to opening and at least one hour after closing, or until all vendor vehicles, canopies, etc. are no longer blocking any portion of Bird or Stoessel streets. Traffic barriers are to remain in place until the entire area is clear.
- e) The Manager will oversee the CFM Booth.
- f) Each hour of CFM operation, the Manager will take a reasonable count of CFM customers and record in a comprehensive log. Manager will present count summaries bi-monthly for the BOD.
- g) The Manager will place signage along roadways as per plan developed with assistance from MSC.
- h) During CFM season, Manager will submit a bi-monthly report to the BOD about CFM operations including vendor attendance, customer counts, complaints, suggestions, general observations, etc. along with a financial report including vendor total sales, fees paid, and performance against budget.

3) CFM Operations (during off season)

- a) Vendor retention and recruitment in coordination with the MSC.
- b) Professional development for market managers. E.g. Attendance at yearly Washington State Farmers Market Association Conference. Expenses to be paid out of CFM budget.
- c) Community relationship development
- d) Advertising/ promotional program development, including special events planning
- e) Work with MSC to plan for growth and site development.
- f) Preparations of site for next season including site permits, market insurance, ensure that any maintenance or repairs needed to site are made, secure bathrooms, set CFM schedule, organize volunteers.
- g) Work with CenturyTel to ensure CFM street banner is suspended safely over Tolt Avenue two to three weeks before CFM season starts and is removed promptly after the season ends each year.

4) Promotion and Advertising

- a) The Manager will be responsible for creation, production, and management of promotion, advertising, and special events including active promotion of local business/organization sponsorships of the CFM.
- b) For each CFM season, the manager will create, organize, and implement special events, music, and programs to attract customers and help increase agricultural product sales. Manager will develop an annual calendar of events for the CFM with assistance from the MSC and including partnerships with local/regional organizations as appropriate. E.g. Hopelink, Snoqualmie Tribe, King Conservation District, etc.
- c) The Manager will conduct market/customer surveys and other “informal research” to assess opportunities and challenges for the CFM at least twice per market season and present the summarized results to MSC and BOD.
- d) Participate in community meetings and activities on behalf of CFM. Identify creative ways for the CFM to be a part of all appropriate community activities. E.g., Health and job fairs, etc.
- e) Seek out and get placements for news and public interest stories about the CFM and its vendors.
- f) Implement, maintain, and regularly update a CFM presence on modern communication vehicles such as Facebook, Twitter, etc.

Required Skills and Qualifications

- a) Excellent interpersonal and conflict resolution skills: friendly, outgoing, tactful, courteous, and patient; ability to work with people of diverse backgrounds, age groups, and spheres of influence.
- b) Enthusiastic advocate of local farming and local agricultural products; knowledge of local/regional food system issues.
- c) Sense of humor and capacity to manage stress in a healthy way.
- d) Self-motivated, able to work independently.
- e) Basic math skills for handling cash and financial accounting utilizing Generally Accepted Accounting Principles (GAAP).
- f) Ability to write basic reports and manage the CFM database.
- g) Outstanding ability to communicate verbally and in writing.
- h) Experience with project management, program coordination, event planning, or community building.
- i) Highly organized, excellent time management skills.
- j) Demonstrated ability to delegate responsibility and empower staff, volunteers, and vendors in a way that promotes teamwork and a positive work environment.
- k) Comfortable working with Microsoft Office Suite, webpage, and social media software.
- l) Ability to lift 50 pounds easily on a regular basis. Manager is responsible for set-up and breakdown of market infrastructure each market day including, but not limited to: CFM-owned canopies and tables, traffic barriers as required by the City of Carnation, promotional signage, special events props, etc. Ability to stand/work for long periods in all weather conditions.
- m) Demonstrated effective public speaking ability and experience.
- n) Minimum of three years professional experience in a related field (such as marketing, event coordination, non-profit, project management or food service) that includes one year of responsible supervisory experience or an equivalent combination of training and progressive responsibility, or previous experience managing a farmers market.
- o) Basic first aid and CPR skills including current CPR certification (or commitment/ability to obtain certification prior to start of market season.)
- p) Successful fundraising and grant writing experience a plus.
- q) Must have current food handler's permit before start of market season.
- r) Experience in food service management helpful.
- s) Must have own insured vehicle and valid drivers license.

Employment Period and Salary

- The contract period starts January 1, 2012 and ends December 31, 2012. Options for renewal are at discretion of the BOD.
- This is a paid, part-time, year-round position for approximately 20-30 hours per week, with more hours required during the planning months and market season. Attendance at CFM on Tuesdays during market season is required. Other work hours and location are flexible.
- Currently, the CFM season runs from the first Tuesday of May until the last Tuesday in September. With the early spring 2012 completion of the Tolt Community Shelters on the CFM site, the market season will be extended until the Tuesday before Thanksgiving.
- Salary is depending upon experience. The position is for an independent contractor and does not include benefits.

To apply, send cover letter, resume, and salary requirements (MSWord and/or PDF format only) to:
Carnation Farmers Market Steering Committee
c/o info@snovalleytilth.org

Deadline for application is January 6, 2012.