

Port Susan Farmers Market

Market Manager

Position Description

The Port Susan Farmers Market (PSFM) is a community market, supported by the Port Susan Food & Farming organization, the City of Stanwood, community members and a host of other local agencies. The market will provide access to locally grown fruits, vegetables and other farm products, while creating a sense of community within the City and surrounding communities and helping to revitalize the downtown district. This ambitious project will be undertaken as a project of Port Susan Food & Farming in cooperation with the City of Stanwood, with other local organizations supporting this venture. The initial 2-year project is funded by a USDA Farmers Market Promotion Program Grant awarded to the City of Stanwood.

Market Manager (MM) Position Description

This part-time contract position is responsible for assisting the Port Susan Farmers Market committee (a committee of the Port Susan Food & Farming organization) in developing a new farmers market to be located in Stanwood, Washington. The MM will oversee the operation of the Market. The MM reports directly to the Port Susan Farmers Market Chair, who serves as a Director on the Port Susan Food & Farming (PSF&F) Board.

Development Responsibilities to include:

- 📌 Assist in developing a unique vision for the Port Susan Farmers Market
- 📌 Develop and implement a marketing and publicity plan for the PSFM
- 📌 Assist and coordinate the direct marketing for the PSFM with Harvest Jubilee, and other PSF&F events.
- 📌 Assist in performing financial and market analysis, and developing a business plan for the market
- 📌 Assist in identifying market locations through community and business involvement
- 📌 Provide input to be included in the site and risk analysis report
- 📌 Develop ongoing communication with members, the City of Stanwood, and the community
- 📌 Work with farmers and other vendors to develop market rules
- 📌 Recruit and provide training opportunities for vendors
- 📌 Assist in the organization and solidification of farmer and consumer participation in the PSFM
- 📌 Solicit and evaluate suggestions from PSFM vendors and customers and publish the results
- 📌 Prepare and submit performance reports

Market Responsibilities to include:

- 📌 Maintain all market calendars
- 📌 Maintain an updated procedure manual for the market
- 📌 Provide direction and guidance to market support staff
- 📌 Lead fundraising and development for market operations (include 2 year plan)
- 📌 Collect all stall fees owed, make accurate accounting and deposit in market account

- 📌 Arrive prior to market vendors arriving and remain throughout the market day to:
 - Operate market manager's booth
 - Solicit entertainment for market days, as well as sponsors for the entertainment
 - Conduct periodic customer counts each market day
 - Assure the market site is clean once the market is closed
- 📌 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 visits and reviews
- 📌 Participate in professional development for market managers
- 📌 Preparations of site for next season, including securing location, site permits, market insurance, ensure that any maintenance or repairs needed to site are made, secure bathrooms, set market schedule, organize volunteers
- 📌 Ensure that all applicable licenses, permits, and insurances are filed with relevant agencies. Ensure that all sellers use approved scales and obtain state or local permits as needed for the sale of certain products (e.g. eggs, meat, dairy, nursery products, etc.). Be prepared to direct a vendor in need of permits or registrations.
- 📌 Stress the sale of high quality produce. Monitor each farmer's products and encourage them to market only high quality goods, not excess or leftovers.
- 📌 Assure the market is operated in a timely and efficient manner, and that sales occur only within the specific market hours. Establish and enforce regular hours of operation
- 📌 Work with committees to review, update, or create market rules, strategies for future growth, and partnerships with other organizations
- 📌 Provide clear emergency procedures for accidents, medical emergencies, safety or crime issues, severe weather, or natural disasters to market participants.

Qualifications

Market managers need a variety of interpersonal and technical skills to work effectively with farmers, consumers, and community partners. It is critical that market managers have the following skills to perform the job effectively:

REQUIRED:

- Organizational skills
- A demonstrated ability to bring a big idea to a tangible and successful result
- Marketing skills
- Communication skills
- Passionate about agriculture and the local community
- Effective problem-solving
- Creative thinking
- Dispute resolution skills
- Self-starter able to work with limited supervision
- Willing and available to work irregular hours and weekends as necessary
- High School diploma, United States citizenship, and a valid drivers license

DESIRED:

- Some financial knowledge helpful: i.e. budgeting
- Social media application skills including website maintenance, Face Book and twitter

Any combination of education and experience that provides the skills and abilities necessary to successfully perform the essential functions of the position will be considered.

Compensation:

Salary is dependent upon experience and qualifications. Travel reimbursement will be provided in addition to the base contract amount. The initial two-years of part-time employment are funded by a Farmers Market Promotional Program grant. The goal is to sustain this position through funding provided by the successful continuation of the PSFM and other PSF&F events and projects.

Submit a resume including a handwritten cover letter, letter of application, and a list of references to:

Port Susan Farmers Market
Attention: Devin Tokizawa
Stanwood City Hall
10220 – 270th Street NW
Stanwood, WA 98292

Applications may be submitted by e-mail to devin.tokizawa@ci.stanwood.wa.us with a hard copy original mailed via US Post Office postmarked within 24 hours of the e-mail transmission.

The position is open until filled.

First review of applications will begin: Monday January 23, 2012