

Marlette Farmers' Market

Market Manager Job Description

Purpose

Responsible to the Marlette DDA and City Manager, the farmers' market manager plays an integral role in the operation of the farmers' market. The position is responsible for the day-to-day operations of the market, working with market vendors and other stakeholders, both internal and external to the market.

Responsibilities

1. Board-Management Relations

Work closely with the City Manager to develop a reporting process so the city is always aware of issues in the market as well as projects being worked on and progress on those projects.

Attend DDA Board meetings as required.

2. Market Rules

Ensure all vendors, both new and returning, are given a copy of the rules at the start of the market season.

On a day-to-day basis, interpret the market rules for vendors and others in a consistent and fair manner. In some cases, this will result in disputes, which the Market Manager is to resolve promptly and efficiently.

3. Regulatory Compliance

Have a working knowledge of legislation and associated regulations, both state and federal, which affects the vendors in the market.

Ensure vendors and the market operations comply with all local laws and federal legislation.

Responsible for prohibiting vendors from selling their products until they comply with all applicable legislation.

Address regulatory issues within the market and with the vendors by working closely with the local public health inspector and other agency inspectors.

4. Record Keeping

Maintain accurate and complete records on the market and vendors throughout the year.

Operate wireless SNAP/DUFB machine during the market, and close out afterward.

Complete weekly reporting of fees collected, SNAP tokens, DUFB tokens, Senior Project Fresh and WIC Project Fresh coupons, and present cash to Treasurer for deposit.

Weekly, monthly and quarterly paperwork for all food assistance programs processed as outlined by each program.

Create a report to share with the City Council and DDA monthly with revenue and expenses, along with any issues that come up.

Collect SNAP, DUFB and Project Fresh agreements from each participating vendor.

Maintain petty cash envelope with receipts and description of uses, reconcile with Treasurer.

5. Vendor Recruitment, Selection and Retention

Work with the Board and/or Vendor Selection Committee to determine the optimal market mix, always keeping in mind the 80/20 Rule.

Actively recruit vendors to meet the needs of the community, including food trucks, produce growers, meat and dairy product farmers, baked goods, Cottage Food businesses, crafters, and others selling items they either grew or made themselves.

Ensure all new and returning vendors complete an application form listing their contact and product information.

Assist vendors on pricing, merchandising and other business or marketing related issues.

Hold vendor information meetings at least once per year and as issues arise throughout the market season.

6. Communications and Market Promotion

Represent the market in meetings with external stakeholders, building positive community relations.

Communicate respectfully with vendors, board members, sponsors, health inspectors and other stakeholders.

Initiate media stories on the market using innovative techniques.

Promote the market on Facebook at least two days before the market with the featured vendors and their offerings.

Take photos at each market that can be used in promotion at future markets.

Respond positively to ad hoc media inquiries about the market.

In conjunction with the Community Development Specialist, develop and implement a promotions program for the market that incorporates downtown businesses.

Ensure signs are displayed prominently in the community.

In conjunction with the Community Development Specialist, develop and implement special events for the market, including one extended hour event per month. (Craft shows, food truck rally, kids fun day, etc.)

Respond to market inquiries in a timely manner, within 24 hours of request.

Maintain the market Gmail account, answering questions and sharing information with stakeholders, vendors and customers.

7. Market Set-Up

Ensure tables and/or booths are allocated each week in compliance with market policy.

Coordinate volunteers to assist with tent rental setup/teardown and lead this process weekly.

Arrive at the market at least one hour before the market opens to the public to set up tables or mark out booth spaces and to greet vendors when they arrive to set up their stalls.

Put up signage around town (can be done the evening before) and take down/store afterward.

Ensure all trash is bagged weekly and bags are closed and set aside for DPW pickup.

Collect all fees from vendors in the morning, and all redeemed SNAP/DUFB/Project Fresh coupons at close of the market, reporting appropriately.

Operate the SNAP/DUFB program, showing great respect and care for the people accessing these programs.

Setup handwashing station, and keep surfaces sanitized throughout the day, including market booth as well as picnic tables.

Be visible and accessible to vendors and customers during the market day.

Maintain all COVID-19 sanitation guidelines. These can change based on the progress of the pandemic, so staying on top of guidelines and enforcing them is crucial.

Prior to leaving the market at the end of the market day, ensure the market area is clean and meets all the requirements laid out in the market rental or lease agreement.

8. Market Evaluation

Conduct periodic surveys, both formal and informal, to assess customer opinions and satisfaction with the market.

At least once a month, do a shopper count of all people on the grounds.

Receive input from vendors and others to improve the market.

9. Professional Development

Identify and attend professional development activities offered by MIFMA and the agencies we work with. (SNAP, DUFB, etc.)

If you are interested in becoming a Certified Market Manager or attending any other training through MIFMA, present this to the DDA for approval.

Manager will receive training in person upon acceptance of position and will oversee training any additional market helpers and volunteers.

Skills and Qualifications

State of Michigan Vehicle Operator's License, a satisfactory driving record, and the ability to maintain one throughout employment.

Knowledge of effective marketing, promotions, and public relations strategies and techniques.

Knowledge of the principles and practices related to farmer's market operations and facilities management a plus, but we will provide training.

Excellent customer service skills, including responding diplomatically to customer questions and complaints.

Skill in maintaining detailed and organized records and generating related reports.

Skilled in using Google Docs and/or Excel for reports.

Ability to establish effective working relationships and use good judgement, initiative, and resourcefulness when dealing with employees, City officials, professional contacts, community leaders, the media, and the public.

Ability to multi-task, problem-solve, and work effectively under stress, within deadlines and changes in work priorities.

Physical ability to lift and carry up to 40 pounds, setup and take down market tents, and withstand outdoor temperatures and weather in spring, summer, and early fall.

Details:

This is a contract position with the City of Marlette and will take an average of 15 hours a week. One day is at the market, the rest is home based. 1099 Contract position.

Must be available Fridays throughout the season, mid-May through early October.

Paid training. Pre-season preparation stipend. Training and pre-season work can be started in March or early April.

Market Manager work is directed by City Manager and will work in conjunction with Community Development Specialist and City Treasurer.

Compensation is a flat rate of \$200 per week.

\$100 for on site management of the market day, and \$100 for the pre-market preparations including lining up vendors, food trucks and entertainment; planning layout of the market vendor tents; setting up and taking down signage; promotion of market on Facebook; and reporting of SNAP, DUFEB, Senior Project Fresh and WIC Project Fresh and daily fees collected.

If the Market Manager cannot attend a Friday market, there are trained day manager substitutes that may be called upon, but the Market Manager waives the \$100 day of market pay for that week.

One week a month in June, July, August and September, there will be a longer day with additional activities planned in the market area and extended market hours. Manager will work in tandem with the Chamber of Commerce and/or Community Development Specialist to organize this.

Payment is made monthly after submitting an invoice to Treasurer.

If you are interested, please send a letter of application and resume with 3 references to:

Marlette Farmers Market
City of Marlette
6453 Morris Street
Marlette, MI 48453

Or send by email to:

Ryan Rudzis, City Manager
manager@cityofmarlette.com

AND Lisa Kenny, Community Development Specialist
lkenny@cityofmarlette.com

