

SAUGERTIES FARMERS MARKET ("SFM")

MARKET MANAGER JOB DESCRIPTION 2017

The Market Manager is responsible for the following essential job functions every Saturday from Memorial Day weekend to the end of October. The Market Manager is responsible for administering the SFM and ensuring its smooth operation under the direction of the SFM Committee.

Training:

Participate in webinar Farmers Market Federation of New York training seminar

Market Day Responsibilities:

- Set up and break down
 - Be present on-site from 8am to 3pm
 - Set up market tents, tables, chairs, umbrellas, on-site signs from on-site trailer
 - Set up for events (music, chef demo, special events)
 - Oversee electrical set up
 - Bring water for chef demos
 - Set up Market Manager's table
 - Break down market tents, tables, chairs, umbrellas, on-site signs from on-site trailer, and electrical wiring
 - Assist vendors with their own setups/breakdowns when needed
 - Clean market site and remove trash at end of the market day. Make sure that farmers/vendors clean their spaces.
- On-site management
 - Direct farmers/vendors/community organizations to their assigned spaces in layout
 - Adjust layout as required with emphasis on keeping vendors in same location throughout season.
 - Direct farmers/vendors/community organizations to off-site and off Main Street parking (or on-site parking when permitted and paid for)
 - Maintain weekly attendance and payment records
 - Collect any weekly fees, give out receipts and turn over cash/checks to the SFM Treasurer at the end of the market day
 - Manage and keep records for the Farmers Market Nutrition (FMNP), SNAP (Food Stamps), Fresh Connect, and Market Bucks programs
 - Talk weekly with farmers/producers to obtain feedback for the Market Manager Report (including what's new and/or what's ending for seasonal products; any specials).
 - Enforce regulations (e.g., farm, price, and EBT signs; only items on crop plans for sale, etc.)
 - Manage vendors, volunteers, musicians, chefs, and hired helpers
 - Promote the market during market hours. Greet and chat with customers; survey customers; host events; promote local agriculture/local business, market products, vendors, and future events; post on Facebook and Instagram; gather email addresses for FRESH!; distribute Loyalty Cards.
 - Mediate any customer and/or vendor issues that arise

Season Responsibilities:

- Apply for Health Department permit and oversee adherence to Health Department rules

- Handle communication with farmers/vendors/organizations during the week regarding any changes in attendance.
- Adjust weekly layout as required to keep market compact
- Answer phone inquiries and refer to appropriate SFM Committee member
- Contact and keep vendors informed regarding market events and policies
- Evaluate market performance: attendance, sales, products
- Write Manager's Report by Sunday 12:00pm (see template including attendance, number of spaces taken, fees collected, etc. displayed on comprehensive seasonal report) that includes a product list and what's coming in new and what's ending the following week to be referred to SFM Committee member handling publicity.
- Transmit any changes in vendors to Secretary to update website
- Attend monthly SFM Committee meetings
- Network with the community whenever possible to promote the market

Required Abilities:

- Ability to set up equipment (tents, umbrellas, umbrella stands, tables, chairs, signs)
- Dedicate on-site 7 hours/Saturdays during the season and up to 6 hours average during the week for communications
- Organizational and leadership skills to assist vendors
- Intermediate computer proficiency including Microsoft software, online formats (e.g., Google docs), and social media (i.e., Facebook, Instagram)
- Dedication to local farming, food production, and small business

Compensation:

- \$250 per week
- The Market Manager is employed on a freelance basis and is paid weekly by the SFM

Attendance:

- The Market Manager is expected to attend and participate in every market day. In the case of an emergency or a scheduled absence, the Market Manager will advise the SFM Committee and find a replacement from an approved list of former SFM Market Managers.

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