

Sample Farmers' Market Manager Job Description

Alberta Agriculture and Irrigation (AGI) is committed to the long-term success of approved farmers' markets in Alberta. One way to achieve this is through increasing the level of skill and knowledge of the individuals who choose to manage the farmers' markets. The purpose of this document is to provide a sample job description. Customize it to meet the needs of your market.

Purpose

Accountable to the Board of Directors (the Board), 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, customers and other stakeholders, both internal and external to the market.

Key responsibilities

1. Market Day Site Management

Responsible for all aspects of managing the market location on market day. This includes:

- transporting any equipment and supplies to the market site prior to market setup;
- developing a map for optimal vendor placement and marking out vendor stalls/tables;
- directing vendors upon arrival, ensuring safe vehicle traffic on and around the market site;
- enforcing regular hours of operation;
- maintaining a clean site/building with adequate garbage containers and ensuring the market area is clean and meets all the requirements laid out in the market rental or lease agreement; and
- being visible and accessible to vendors and customers during the market day.

2. Regulatory Compliance

Have a working knowledge of legislation and associated regulations affecting the market and market vendors, seeking clarification from the public health inspector and other agency inspectors, i.e., Canadian Food Inspection Agency, etc.

Inspect all food vendor stalls for compliance with the Food Regulation at each market, keeping written records of the inspections. Address any regulatory concerns with vendors and follow-up as required.

Ensure all food vendors have completed food safety training and provided proof of completion. Monitor expiration dates on certificates, reminding vendors to update their training as needed.

Advise non-food vendors of any regulatory requirements of which they are unaware and the market's expectation for compliance, e.g., cosmetic/personal care vendors, textile vendors, etc.

3. Vendor Management

Working with the Board, determine the optimal market mix that ensures product diversity at each market, always keeping in mind the 80/20 Rule.

Actively recruit vendors to meet the optimal market mix.

Upon receiving vendor applications for the season, work with the Board and/or Vendor Selection Committee to select vendors for the market each season. (Note, in some markets vendor selection may be done solely by the market manager.)

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

Collect vendor fees and follow established procedures for deposit and reconciliation with the Treasurer.

Develop and maintain a supportive relationship with vendors, being familiar with their products and practices. When required, visit vendor production facilities to ensure validity of production practices.

Advise vendors on pricing, merchandising and other business or marketing related issues as needed.

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

4. Record Keeping

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

Complete required AGI paperwork by January 15 of each year.

5. Dispute Resolution

Diplomatically address complaints/issues during the market operation.

Keep written records of the issue(s), who was involved and how they were resolved.

As needed, escalate issues that cannot be settled to the Board.

6. Workplace Safety

Work with the Board to develop and implement a safety and emergency readiness plan.

Ensure safety protocols are observed and followed during the market.

Understand and execute established procedures for accidents, medical emergencies, crimes, severe weather, etc.

7. Communications and Market Promotion

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

Promote the market, its' programs and special events through advertising, banners, signage, radio spots, and free coverage in local newspapers.

Contribute content for the website and social media platforms.

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

Respond to market inquiries in a timely manner.

8. Market Evaluation

Conduct annual customer and vendor surveys to evaluate the markets' strengths, weaknesses and identify areas of improvement.

Bring recommendations for improvements to the Board for discussion and decision.

9. Board-Management Relations

Serve as an ex officio (non-voting) member of the Board, attending Board meetings as required to share relevant information about market operations and feedback from vendors and customers.

Communicate key vendor issues and make recommendations for policy and/or market rule revisions.

Provide input to the Board during strategic planning, developing annual action plans as a result.

Report progress and results on new initiatives, special events, etc.

10. Professional Development

Complete the required market manager and food safety training within the required timeframes.

Identify and attend professional development activities annually.

Debrief board members and vendors after workshops, conferences and retreats.

Skills and Qualifications

Interest and passion for farmers' markets

Previous experience managing a farmers' market would be an asset

Able to communicate well, both in writing and orally, with a variety of stakeholders in a variety of situations

Excellent conflict management skills

Previous marketing experience

Strong social media knowledge

Time management and organizational skills are critical

Experience working as part of a team as well as on own

Good understanding/knowledge of food safety and regulatory requirements for food vendors

Experience working with non-profits and volunteer boards

Strong leadership skills

Willingness to engage in additional professional development activities

Physical requirements: Able to set up and move tables or tents as needed. Able to walk the market during market hours.