

Waynesburg Farmers' Market Market Manager Job Description

GENERAL DESCRIPTION OF THE JOB:

To coordinate weekly operations of the Downtown Waynesburg Farmers' Market from mid-May to mid-October (Wednesdays, 9:30 a.m.-2:30 p.m.), be the Market "point person," and serve as a representative in good faith of Waynesburg Prosperous & Beautiful. Must be on-site during weekly Market hours and must be able to devote regular non-market time to marketing and administrative duties as needed. Must be available by cell phone during Market hours and have access to e-mail and/or the Internet.

Part-time seasonal, no benefits.

MARKET ON-SITE DUTIES:

1. Sets up and operates the Market Manager table in a consistent location so as to display information and handouts, sell tote bags, greet consumers, and answer questions.
2. Keeps accurate records of weekly Market activities, including accounting and collection of Vendor payments.
3. Assigns and manages Vendor locations based on season-long or week-to-week status.
4. Ensures that Vendors are appropriately abiding by Market rules and regulations and local and/or state laws, and reports any inappropriate activity to the proper authorities.
5. Maintains large signs, cones, and any other items used during the Market to direct traffic, including placement and removal each week.
6. Serves as a liaison to Waynesburg Borough as related to coordination of Street Department activities related to the Market (closing of Church Street, blocking of parking spaces, etc.), and to the County of Greene as related to the Greene County Courthouse trial schedule.
7. Assists with reasonable cleaning of the Market location after its conclusion each week.
8. Assists Vendors with set-up or sales if needed, for a limited time and in a manner that does not detract from essential Market duties or marginalize other Vendors.
9. Responds to any complaints or issues in a timely manner. Must be willing to resolve conflicts in a professional, confident manner.
10. Performs other tasks as assigned by WP&B Mainstreet Manager to ensure that Market quality and requirements are maintained.
11. Performs related work as required.

MARKETING & ADMINISTRATIVE DUTIES:

1. Work with WP&B Organizational Committee to prepare budgets, financial reports, and other documents as needed.
2. Work with WP&B OC to design and implement effective marketing and/or public relations strategies for the Market, including paid advertising, flyer production and distribution, online and social media marketing, and dissemination of information to local media.

3. Work with the WP&B OC Committee and Buy Local Buy Greene Committee to promote and raise awareness about “Buy Local, Buy Greene,” sourcing food locally, supporting farming and agriculture, and other benefits of patronizing the Market to the general public.
4. Compiles list of attending Vendors and products for sale to be communicated to various Downtown Waynesburg audiences. Send to WP&B OC committee for distribution via email and Facebook.
5. Researches sponsorship and grant funding opportunities for the Market.
6. Updates and distributes Market applications and rules and regulations.
7. Maintains physical files of completed Vendor applications and an electronic database of Vendor information.
8. Retains previous Market Vendors and maintains positive working relationships with same.
9. Identifies and cultivates potential Market Vendors.
10. Coordinates and schedules Vendor meetings as needed, including but not limited to one pre-season meeting and one post-season meeting, and uses feedback to strengthen the Market.
11. Coordinates with local community groups and non-profits to have a table at the Market for outreach and education.
12. Arranges cooking demonstrations, music, or other non-disruptive ancillary activities.
13. Serves as a liaison to Pennsylvania Department of Agriculture and/or other agencies as related to Vendor food handling requirements, inspections, licensing, and other regulations.
14. Serves as a liaison to Pennsylvania Department of Agriculture and/or other agencies as related to the WIC Farmers Market Nutrition Program and Senior Farmers Market Nutrition Program, coordinates acceptance of vouchers with authorized Vendors, and assists Vendors in becoming authorized through the program(s).
15. Responds to any questions or requests for Market information via phone or e-mail in a timely manner.
16. Maintains confidentiality of Vendors and Waynesburg Prosperous & Beautiful as requested.
17. Performs related work as required.

SUPERVISION RECEIVED:

Receives instruction and supervision from Main Street Manager / WP&B Organizational Committee

SUPERVISION GIVEN:

None

WORKING CONDITIONS:

1. Works outdoors in a variety of temperatures and conditions.
2. Works with average outdoor exposure to noise, stress, and disruptions.
3. Works with normal outdoor exposure to dust/dirt.

PHYSICAL AND MENTAL REQUIREMENTS:

1. Must possess ability to record, convey, and present information, explain procedures, and follow instructions.
2. Must be able to sit or stand for long periods throughout the Market time, with intermittent periods of walking and bending, twisting, or reaching necessary to carry out job duties.
3. Occasional lifting/carrying of objects, 50 pounds or less.
4. Must be in good general health and demonstrate emotional stability.
5. Must be able to cope with the physical and mental stress of the position.
6. Must be able to pay close attention to details, prioritize tasks and work efficiently, and concentrate on work.

QUALIFICATIONS:

A. **EDUCATION/TRAINING:**

High school diploma.

B. **PREFERRED EXPERIENCE:**

Previous experience with a farmers' market, farming and agricultural matters, local food sourcing, community programs, and/or an interest in any or all of the above.

KNOWLEDGE, SKILLS AND ABILITIES REQUIRED:

1. Must be able to speak and understand the English language in an understandable manner in order to carry out essential functions of the job.
2. Must possess good communication and interpersonal skills and be friendly, self-motivated, and reliable.
3. Must possess ability to function independently, have flexibility, and the ability to work effectively with Vendors and the general public.
4. Must possess mental alertness, clerical and math aptitude, and a general knowledge of business, English and grammar, and the ability to perform these skills with accuracy and with reasonable speed.
5. Must possess basic math skills and ability to accurately prepare required reports and mathematical record keeping.
6. Must possess ability to meet and interact effectively with Vendors and general public and to respond accurately to routine questions/inquiries regarding Market operations and procedures.

HOW TO APPLY:

Interested candidates should send resume to Larry Marshall, WP&B Manager at MSM@waynesburgpa.org