

Job Description

Market Manager

Organization: The Mercer Island Farmers Market

Reports to: President of the Board of the Mercer Island Farmers Market

Available Date: January 1, 2012

Hours and Salary: 10-15 hours per week before and after market season; 25 hours per week during market season; \$18,500 to 25,000 DOQ

OVERVIEW

The mission of the Mercer Island Farmers Market (MIFM) is to connect growers, consumers, and the Island business community to create a valued, sustainable community asset. The market manager is responsible for managing the operations of the farmers market. The manager reports to the president of the MIFM Board.

The board of the market has several committees that the market manager will work with on important aspects of the market's operations. These committees include:

- Vendor Committee, which makes final decisions about vendor selection and product mix, with strong input from the manager. The manager is responsible for recruiting vendors, sending out and compiling vendor applications and making recommendations to the committee; and
- Marketing and Events Committee, which oversees all promotion of and educational activities at the market. The manager works closely with the committee to develop the annual marketing and events plans and budget and is responsible to implement assigned activities to ensure the season's success.

SPECIFIC DUTIES OF THE MARKET MANAGER INCLUDE:

Vendor-Related Activity:

- Responsible to ensure good working relations between the market and the vendors
- Update and revise the MIFM Rules and Regulations and MIFM Vendor Application as needed
- Advise the Vendor Committee of the MIFM Board on the selection of vendors for the 2012 market season
- Verify that all vendor paperwork is complete and meets the requirements set forth in the MIFM Rules and Regulations
- Help the Vendor Committee with the recruitment of vendors and
- Responsibility for ongoing vendor communications during market season
- Notify the Vendor Committee when there are concerns of vendor compliance and integrity; work with the Vendor Committee to determine a

course of action

Market-Day Operations:

- Responsible for the overall success of each market day
- Supervise the set-up, operation, and take-down of the MIFM each market day
- Ensure the safe operation of the MIFM each market day
- Conduct all required Public Health-Seattle & King County inspections of vendors
- Maintain a current vendor roster and develop weekly market layout and vendor booth assignments
- Coordinate with volunteer leads and volunteers to facilitate efficient market operation
- Provide customer service to consumers at the MIFM by overseeing the staffing of informed volunteers at the MIFM's information booth as well as helping to resolve customer concerns
- Respond to the questions and suggestions of the farmers and other vendors
- Work with volunteers to count the number of weekly visitors to the MIFM
- Ensure the market site is clean at the end of each market day
- Authorize market-day expenditures
- Coordinate and communicate with the City of Mercer Island's facilities liaison as well as the contractor for picking up all compostible and recyclable materials
- Coordinate volunteers collecting vendor fees at the end of the day. In conjunction with Board, monitor vendor sales
- Update the Non-Profit/Community-Service (NP/CS) Group Application and coordinate the groups' usage of the NP/CS booth at the market
- Conduct periodic assessments of the market equipment and maintain it as necessary
- Oversee the gleaning program at the end of the market day
- Complete incident reports for any accidents

Board and Organizational Development Related Activities:

- Responsible to ensure the board is kept apprised of all market operations and is aware of any issues that may impact the success of the market
- Assist in planning, record keeping, correspondence, and other office activities to support the MIFM
- Attend monthly board meeting and present reports on the operations
- Make recommendations on market operations to the Executive Committee and Board of Directors
- Perform other duties per communication with the Executive Committee and Board of Directors
- Act as the primary contact with all farmers and vendors for the Board of Directors

- Assist with board committee activities in fundraising, marketing, and vendor selection
- Assist in coordinating market events and music in coordination with the Events Committee
- Provide input to the MIFM's website, blog, and social-media accounts
- Attend the quarterly King County Market Manager meetings and the annual Washington State Farmers Market Association conference, if possible
- Handle other activities and issues that may arise that could impact the success of the market

Legal and Compliance Related Activities:

- Ensure the MIFM operates in compliance with all applicable city and state laws, health regulations, and the MIFM Rules and Regulations
- Ensure that the MIFM complies with all Washington State Farmers Market Association policies
- Ensure that MIFM applies to and receives from the Washington State Farmers Market Association property-and-casualty insurance
- Submit the "Public Health-Seattle & King County" Farmers Market Coordinator annual application and fee and ensure all common facilities needed are available prior to beginning the season
- Submit WIC/FMNP annual application and incorporate into end of day sales (if applicable)
- Submit annual application of the Liquor License with WA State Liquor Control Board (if applicable)
- Obtain all required local business licenses and health permits and ensure that all taxes and fees are secured and paid for by the MIFM
- Coordinate with City staff as needed to fulfill permit requirements, implement Market set-up and take-down, provide public safety services, and support MIFM agenda items presented to City Council
- Work with the neighboring businesses including Farmers New World Life Insurance Company, Gull Industries, and the Mercer Island Covenant Church on parking issues as well as to maintain good relations

PERSONAL SKILLS REQUIREMENTS:

- Strong interpersonal communication skills
- Ability to work independently as well as collaboratively, as needed, depending on different aspects of the job
- Highly developed project management skills
- Attention to details and deadlines
- Computer skills, including a knowledge of word processing and spreadsheet programs

EDUCATION AND EXPERIENCE REQUIREMENTS:

Any combination equivalent to:

- Bachelor's degree and two years public relations experience or special event planning involving extensive public contact, preparation of information, and volunteer coordination OR
- Minimum of two to four years work experience in communications, public relations, volunteer organizations, or organization of special events
- **Preferred:** Knowledge of and direct experience with farmers markets. Demonstrated ability to work with multiple constituencies and balance all of their requests. Understanding of the role farmers markets play in their communities and agriculture plays in Washington State. Some experience working on or with non-profit boards.

LICENSES AND OTHER REQUIREMENTS:

- Valid Washington State driver's license
- Basic first aid and CPR skills including current CPR certification
- Criminal Background Check by Washington State Patrol
- Current Food Handlers Permit

TO APPLY

Please send a current resume and cover letter to: Joel Wachs, President, Mercer Island Farmers Market, P.O. Box 71, Mercer Island, WA 98040 or via email to PresidentMIFM@gmail.com. **Closing date: December 1, 2011.**