

WOODSTOCK FARMERS MARKET MARKET MANAGER

Updated 12/2020

The Woodstock Farmers Market is a registered 503(c)(6) non-profit established in 2010, with the intention to support local farmers and businesses and create a welcoming community gathering space in the heart of the Woodstock neighborhood. The Woodstock Farmers Market is a central gathering place that brings farms and urban communities together. Our mission is to provide access to fresh, quality produce, to all, and strengthen neighborhood relationships by supporting local farmers and culinary purveyors in a safe and welcoming communal environment.

Job Summary

The Market Manager is the face of the market, working with the volunteer Board of Directors to plan and oversee all market operations. The Manager's job spans a wide range of duties and requires a person capable of providing confident leadership that is consistent with Woodstock Farmers Market's mission and values. As a dedicated member of the Woodstock business and neighborhood communities, the Market Manager must also strive to develop and maintain positive, collaborative relationships with other organizations, businesses, stakeholders and community members. This is a year-round, part-time position.

General Duties

Vendor relations and management

- Establish, develop and maintain trusted and informed relationships with WFM vendors
- Curate product and vendor mix to fit the market's mission and serve the shopper base appropriately by maintaining an active knowledge of the region's farmers and food makers
- Coordinate weekly vendor roster, stall assignments, vendor fee collection and load in/out logistics.
- Monitor vendors for compliance with market policies, local, state and federal laws and food safety regulations and enforce market rules as necessary
- Update annual vendor handbook and market application, process applications and collect all vendor fees
- Organize opportunities to evaluate vendors, such as farm visits and product reviews
- Vendor recruitment
- Schedule and coordinate market musicians
- Maintain all market equipment, repair, replace as needed
- Create and distribute regular market newsletters to the Woodstock community, highlighting vendor products and what makes the market special

Administrative tasks

- Attend monthly board meetings and provide market progress reports
- Prepare end-of-season Board report with successes, suggestions for improvements, and other considerations for the following year's market
- Develop and maintain relationships with other Market Managers, including attending meetings and conferences, in order to keep current on market trends and best practices
- Maintain current and accurate record of service provider's contact information
- Collaborate with the Volunteer and Community Coordinator to execute a clean, safe, welcoming marketplace
- Work directly with board committees regarding vendor policies, market day operations, marketing, financials etc.
- Update and maintain information on the WFM website
- Work closely with Board Marketing Chair to execute marketing plan including social media, e-newsletters and flyering

Off-season duties

- Recruit vendors as needed
- Update the vendor rules and application as needed and distribute to vendors
- Determine optimal market product mix and select vendors
- Organize and lead Vendor Meeting
- Hand all vendor communications
- Maintain database of vendors including their contact information, licenses, insurance and waivers
- Coordinate contract with service providers such as toilet servicing and garbage collection

In-season duties

- Complete the planning and layout of each market on a weekly basis
- Work to fill stall vacancies and maintain a balanced product mix
- Continue to foster positive relationships with vendors; communicate market activities, policies and updates, keeping them informed throughout the season
- Facilitate resolution of disputes with and between vendors
- Send stall fees report to Board Treasurer, President and market Bookkeeper weekly

Market day

- Supervise market set-up to ensure a smooth opening, assisting vendors as needed and problem solving any unexpected issues
- Monitor vendor compliance with health department requirements regarding food safety, including but not limited to food displays, hand washing stations and sampling
- Monitor full market area and vendor booths to identify safety issues such as tripping hazards and spills
- Enforce vendor rules including but not limited to signage, canopy weights, parking and attendance
- Promptly and respectfully address inquiries and concerns from vendors and customers
- Collect stall fees and deposit into market bank account

Hours and pay schedule

This is a year-round, part-time position that is paid monthly. Hours per week vary; the Market Manager is expected to be flexible in this regard. In general, however, approximately 20-25 hours per week are anticipated, with more during the market season and fewer during the off-season. Attendance at the market on Sundays is required.

Essential Functions

- Lift, push, pull up to 50lbs on a regular basis
- Standing/walking for extended periods of time
- Regular and reliable access to computer and internet
- Basic computer literacy including competency with google docs and Excel spreadsheets
- Strong communication skills, both verbal and written
- Able to maintain a positive demeanor in all kinds of weather