

FARMER'S MARKET MANAGER

OVERVIEW:

The City of Anniston is looking to fill the part-time position of *Farmer's Market Manager* 2014. People with a passion for local food and community, as well as farmer's market experience are encouraged to apply. The Anniston Farmer's Market will be held every Saturday from 8:00am – noon beginning June 15 thru September 15 in front of the Cheaha Brewing Company located at 1208 Walnut Avenue in downtown Anniston.

The Anniston Farmer's Market provides a venue for local farmers and producers to sell their fresh, seasonal produce directly to the Calhoun County community. Market days are festive, community-oriented events with live music and special market events. The market manager is the "go-to" person for vendors and consumers during market hours and is the 12th south farmer's market representative on site. The job requires personal confidence and the ability to effectively communicate with a variety of people including municipal employees. The Anniston Farmer's Market relies on the Market Manager to be its liaison with and between all parties served by the market.

The Market Manager's general responsibilities include: fostering community support for the market, helping promote the market, and keeping accurate weekly records of market activities. Successful managers understand both the vendors' and the consumers' needs and, in conjunction with market volunteers, design and implement strategies to meet these needs. The manager is required to be on-site at market and available to vendors and consumers for the entirety of the market's hours.

GENERAL REQUIREMENTS:

Managers are required to be available for cell phone contact with other market volunteers on market day and for regular e-mail contact throughout the duration of their employment. Managers must be willing and able to work outdoors and to safely lift and carry 50 pounds. The position requires the ability to work independently as well as inter-dependently with a team of other volunteers.

GENERAL MARKET SUPPORT:

- Devise and implement a comprehensive market marketing plan.
- Develops and maintains good working relationships with City staff, market volunteers, the Farmer's Market Advisory Committee, each farmer and vendor, consumers, sponsors, and community members, groups and organizations.
- Update and prepare vendor applications
- Assists vendors, community representatives, and consumers by providing market-related information, conflict resolution, and general aid as appropriate.
- Enforces market rules.
- Market Manager may occasionally assist vendors by providing limited set up and tear down help.

EDUCATION & OUTREACH:

- Works with City staff, market volunteers, and the Farmer's Market Advisory Committee to promote the market.
- Educates consumers about locally grown produce
- Establishes a consistent space to set up and operate the Market Manager's table, display materials, the music tent, traffic cones, and street display signs. Operation of the Market Manager's table includes: displaying and distributing promotional materials and merchandise
- Collects consumer contact information for a market newsletter.
- Hosts guest participants, non-profits or events.
- Leads efforts to bring cooking demonstrations, educational programming, music or other cultural activities and special events to the market.
- Regularly reads community news publications and coordinates with City staff to become involved in community functions and issues where appropriate.
- Seek and coordinate volunteers to assist with market operations.

MARKET LOGISTICS:

- Arrives at market 1 hour before opening to coordinate market set-up and stays at market until all vendors have left (no more than 1 hour after market closing except on rare occasions).
- Ensures safety and cleanliness of the site before, during and at the conclusion of each market.
- Places directional signs promoting the market around the community at key locations prior to opening on each market day, and removes those signs at the close of market.
- Maintains and transmits the daily records and reports required by the market to the Farmer's Market Advisory Committee.

The ideal candidate will have an interest in local agriculture, food, community, and / or local economies. S/he must be reliable, friendly, self-motivated, and have access to a vehicle, or the ability to get all supplies and paraphernalia to the market daily.

This is a part-time, seasonal, hourly position and requires managing farmer's market operations for about six (6) hours on market days, plus any additional time on non-market days to research education and outreach.

COMPENSATION: \$12-\$15 per hour based on experience.

To apply, please send letter of interest and resume to:

CityManager@AnnistonAL.gov

Subject Header: Market Manager Hiring