

Vashon Farmers Market Manager Job Description, 2014

The Vashon Island Farmers Market operates on Saturdays from April through mid-December. The Market Manager is responsible for the successful operation of the Farmers Market. The position is year round and averages about 15 hours/week during the Market Season. The Market Manager (MM) is an employee of the Vashon Island Growers Association (VIGA) and reports to the President of the Board of Directors.

The Key Skills, Experiences and Attributes required of the Vashon Island Farmers Market Manager include:

Commitment: The MM is committed to the mission of the Vashon Island Growers Association: to promote Vashon-Maury agriculture through education and the Farmers Market.

Self – Starter: The MM is comfortable taking the initiative, operating autonomously within Market Guidelines and Policies. The Manager readily makes quick, sound decisions that best implement the Market’s mission.

Communication Skills: The Manager works with many different interests: vendors, customers, VIGA Board members, VIGA members, Market Committee members, Island business people, and community groups. The Manager communicates with these different interests effectively, with enthusiasm and a positive spirit. The Manager resolves conflicts and disagreements effectively, while creating a welcoming, inclusive environment at the Market. The Manager is the ‘face’ of the Farmers Market and develops and maintains positive relationship with the broader Vashon and Farmers Market Communities.

Confidentiality: The Manager holds Market business information in strict confidence, including market and individual vendor sales numbers. The MM maintains a respectful, fair, and confidential atmosphere when managing conflict between vendors and/ or customers.

Leadership: The Manager provides leadership and direction to the Board, Market Committee and vendor community to ensure the success of the Market. S/he solicits feedback from other vendors and customers to improve Market operations and her/his own performance.

Teamwork: The Manager works with various teams - the Market Committee, the VIGA Board, the Market vendors, none of which report to him/her. The Manager has to be able to work with these groups to achieve the goals of the Market.

Planning/Organization/Record Keeping: The MM plans the physical layout of the Market (within approved Market Guidelines) and communicates placement assignments weekly via a map. MM plans special events at the Market with the assistance of the Market Committee. The MM keeps detailed records, including vendor and market sales, using a working knowledge of Excel, Quickbooks and basic bookkeeping. The MM maintains records of all vendors, permits, daily Market log, etc.

Knowledge of Relevant Regulations: The Market Manager keeps up with all relevant state, county and local regulations and is responsible for ensuring that all vendors comply with regulations. The Manager has some experience or working knowledge of the rules and requirements of the Farmers Market. (See an example at "<http://farmersmarketcoalition.org/wp-content/uploads/2011.pdf>")

Knowledge of Retail and/or Farmers Market Management: The Manager is committed to the Farmers Market and believes in the value of fresh, locally grown goods, locally produced crafts, and direct sales. The Manager has excellent experience at merchandising, product placement and/or retail sales. The Manager can articulate strategies and methods to keep the Market attractive, fresh and interesting to customers.

Community: The Manager relates positively to the Island community.

Duties and Responsibilities of the Market Manager

Prior to the Saturday Market

- Respond to calls and emails from vendors (someone else will respond to customers and community about Farmers Market business via email)
- Keep a list of vendors coming to each Market, send out the Placement Map of vendors each week
- Prepare and submit Market calendar info to Beachcomber (by Thursday Noon)
- Support Market promotional campaigns
- Prepare the Debit/Credit/EBT bag: Count tokens returned by vendors and those remaining in the cash box, put total on note attached to receipt envelope for the following week); be sure there are at least \$50 in Market Bucks in envelope. Keep Merrilee apprised of total Mkt Bucks available.
- Plug in wireless credit card machine and i-pod to charge batteries (need 24 hours prior to mkt)

At the Market:

- Be at the Village Green by 8:00 AM to direct the setup of the Market
- Direct volunteers and Market helper to set up signs, flags, Market and Music tent and equipment
- Bring token bag, IPOD, sales envelopes, Market supplies, etc. to Market
- Ensure Market appears attractive and welcoming
- Ensure all vendors have completed required forms, including permits, licenses and insurance, prior to selling at market, and retain such records on site
- Secure necessary licenses and permits; follow Health Department checklist for Market Managers
- Ensure compliance with Market and Vashon Park District rules – vendors and public
- Conduct customer counts and food temp checks as required
- Hand out and collect vendor envelopes at end of day
- Remain on site until all vendors have turned in their sales envelopes and are leaving
- Keep storage shed clean and organized
- ***Be a visible, welcoming presence throughout the market day***

After the Market

- After Market day, assist with the accounting process: 1. Check vendor sales envelopes to be sure vendor checks are enclosed; 2. coordinate with Bookkeeper; 3. Enter sales info into Excel spread sheet (historical record)

ONGOING RESPONSIBILITIES

Fiscal Management of Market

- Maintain Market business records as required
- With Market Committee, manage Market expenses against annual budget; prepare monthly market sales reports for Board and Market Committee Meetings

Vendor and Customer Relations

- Help new vendors adjust to Market - be sure they know about all the requirements and are in compliance
- Maintain positive, helpful relationships with all vendors
- Invite, and incorporate as appropriate, input from vendors and customers to improve the market
- Communicate with vendors and customers regarding market rules, upcoming events, and changes

VIGA Responsibilities

- Attend monthly Market Committee Meetings
- Attend monthly VIGA Board meetings (first hour at most - Market Report is first); bring Market stats for Board review
- Develop and maintain positive relationships with VIGA Board and Market Committee