



Market Manager Job Description - NEW Essex Farmers' Market 2021 Market Season

Program Overview

The NEW Essex Farmers' Market is an initiative of the Eastern Baltimore County Task Force, a committee of the Chesapeake Gateway Chamber of Commerce. The market strives to further the spirit of community by providing a welcoming environment to purchase locally grown and produced products directly from those who participated in their production. It is our desire to enrich the Essex community by providing fresh, nutritious, and wholesome foods and improve our local economy by supporting our farmers and other local vendors. We wish to express our sincere thanks to Baltimore County for funding the Essex Farmers' Market through a Commercial Revitalization Action Grant.

Dates, Times & Location

May 21-October 1, potentially extending through October 29, 2021

Fridays from 3:00-6:00 p.m.

Parking lot behind 501-515 Eastern Boulevard, Essex, Maryland 21221

Position Overview

The Eastern Baltimore County Task Force is looking for an outgoing individual interested in agriculture, food, and community to become the Market Manager for the new Essex Farmers' Market. The Market Manager will work onsite during the market and can work remotely or at the Chamber office at other times.

The job requires working outdoors, lifting 25-30 lbs., office time and farm visits. Must be self-motivated and able to commit to a full market season. Work hours determined by completion of duties but are estimated to be 6 hours per market day and 8 hours of office work per week. Market Manager will report directly to the Chamber's Executive Director and indirectly to the Eastern Baltimore County Task Force.

Duties & Responsibilities

1. Actively recruit, retain, and manage producers to expand the variety of local products for sale. Determine the eligibility of those wanting to sell at the market based on the rules established by the Task Force.
2. Ensure that all applicable licenses, permits, and insurances are filed with and approved by relevant agencies for operation of the farmers' market.
3. Make sure all farmer/vendor forms are completed and retained properly, including copies of insurance and state or local permits as needed for the sale of certain products (e.g., eggs, meat, dairy, nursery products, etc.).
4. Create and maintain effective administrative systems and databases. This includes collecting and submitting to the Chamber rental fees from vendors and maintaining accurate records of payment.
5. Assign selling spaces on a first-come, first-served basis, spacing out competing producers. Vendors should keep the same space throughout the season to avoid both vendor and shopper confusion.
6. Recruit, train, coordinate and acknowledge market staff and volunteers.
7. Develop and execute ideas which will bring additional shoppers to the market. Examples include entertainment, children's activities, health promotions, cooking demonstrations, etc.
8. Advertise and promote the market weekly. Keep local stakeholder groups informed, such as schools, marinas, community associations, businesses, the library, the office of Tourism, and others. Promotions may include special events, an e-newsletter, banners, signage, website and social media posts, inclusion in listings of farmers' markets and events on others' social media and websites, radio spots, free coverage in local newspaper, etc.
9. Provide onsite management of the farmers' market as follows:

- a. Arrive prior to market vendor arrival and remain until market is closed and vendors have left.
 - b. Properly place vendors in spaces, including assigning market spaces to daily vendors.
 - c. Place market and parking signs.
 - d. Set up and maintain market information booth and activities.
 - e. Ensure the market is operated in a timely and efficient manner, and that sales occur only within the specific market hours.
 - f. Understand and enforce market rules and regulations.
 - g. Provide excellent customer service to shoppers, farmers, producers, and volunteers.
 - h. Tactfully settle or prevent disputes among the farmers as well as disagreements arising between shoppers and farmers. Be friendly, courteous, and consistent in all dealings with both farmers and consumers.
 - i. Conduct periodic customer counts to assess the level of growth in market usage.
 - j. Ensure that market grounds remain clean and safe.
10. Answer questions about food access and incentive programs, including operating SNAP/EBT-processing.
 11. Act as liaison between farmers/producers, the community, and management. Attend meetings and outreach events, as necessary.
 12. Keep the EBCTF apprised of the market's conditions, providing accounting and performance reports and customer and vendor feedback.
 13. Work with the Executive Director and Task Force members to create, review, and update market rules, strategies for future growth and sustainability, as well as partnerships/fundraising with other organizations.
 14. Participate in professional development opportunities for market managers as possible, including crowd manager training and ServSafe certification.
 15. Have clear emergency procedures in place for accidents, medical emergencies, safety or crime issues, severe weather, and natural disasters. Establish a chain of command and a phone tree in case communication is compromised by power outages or evacuations. Have quick access to a first aid kit and a fire extinguisher.

Desired Qualifications

- A genuine love for farmers' markets and the products and experiences they offer.
- Proven leadership experience, including overseeing staff/volunteers and developing and accomplishing goals and objectives.
- Excellent verbal and written communication skills.
- Ability to think creatively; Strong prioritization, problem-solving and organizational skills.
- Ability to represent the Chamber to the public, authorities, and vendors with professionalism and diplomacy.
- Experience with event planning and attention to detail.
- Marketing experience
- Ability to create a variety of print and electronic communications.
- Knowledge of Microsoft Office Suite, including Word, Excel, and PowerPoint.
- Knowledge of basic first aid and CPR.

Compensation

Market Manager's position is for an independent contractor and does not include benefits. Selected candidate will receive a consulting fee commensurate with experience of \$4,000 to \$4,700 for the season. First payment of 25% will be after 6 weeks of operation, second 25% after 12 weeks, third 25% after 18 weeks and the final 25% will be paid at the successful conclusion of the market season.

Please send resume and a brief cover letter to Sharon.kihn@chesapeakechamber.org. Valid driver's license or identification card is required and access to a reliable vehicle is preferred. **Deadline for applications is May 3.**