

## Shasta Growers Association Certified Farmers Markets

### Farmers Market Manager Job Description

**Job Title:** Farmers Market Manager

**Reports to:** The President of the Shasta Growers Association

**Status & Rate of Pay:** \$17-21 per hour DOE



**Work Schedule:** Seasonal and varies based on market location - see below for details. Non-market administrative task schedules may be flexible outside of the schedule listed below. The work hours below are held outdoors in all weather conditions.

- Tuesday's Churn Creek, Redding, 6am-1pm
- Wednesday's Burney, 2pm-6:30pm
- Thursday's Anderson, 6am-1pm
- Saturday's Cypress, Redding, 5am-1pm
- Sunday's Turtle Bay, 6am-1pm

#### Market Location Dates of Operation:

- Tuesdays (Churn Creek/Marilyn Miller) – Opens 2<sup>nd</sup> Tues in June – Ends 2<sup>nd</sup> Tues in October
- Wednesdays (Burney) – Opens 2<sup>nd</sup> Wednesday in June – Ends last Wednesday in September
- Thursdays (Anderson) – Opens 1<sup>st</sup> Thursday in June – Ends last Thursday in September
- Saturdays (Cypress) – Opens 1<sup>st</sup> Saturday in April – Ends last Saturday before Christmas
- Sundays (Turtle Bay) – Opens 1<sup>st</sup> Sunday in June – Ends 2<sup>nd</sup> Sunday in October

#### Overview:

The Shasta Growers Association is one of the oldest Certified Farmers Markets in the State of California. We operate five, seasonal farmers markets that provide customers with a direct connection to vendors and producers in Shasta County and the surrounding areas. These vendors include farms, nurseries, bakeries, meat and seafood providers, cheese makers, specialty food producers, and makers of local, high quality crafts.

The Farmers Market Manager is the on-site person in charge at a market. Market managers prepare vendor locations and equipment for each market, lead the set-up and break-down of all signs, tents, cones, marketing supplies, and oversee and uphold the integrity of the Shasta Growers Association.

Market Managers assist the Board of Directors with building and maintaining positive relationships with vendors, community partners, neighboring businesses and shoppers to create a safe and vibrant gathering place where vendors can prosper. Market Managers have a thorough understanding of the SGA mission and goals and keep informed of best practices for farmers market management by attending occasional conferences and conducting research on behalf of the organization.

Market Managers are comfortable leading and working in a team environment to communicate ideas, identify potential problems, provide feedback and offer creative solutions to the Board of Directors when necessary. They are responsible for enforcing policies, best practices, and the Rules and Regulations of the Association while ensuring smooth and safe operations of markets. Successful Market Managers possess strong customer service skills, an ability to work under time constraints, excellent conflict resolution skills, a positive and team-oriented attitude, and the ability to think on their feet in a fast-paced environment. This is a physical, public, and outdoor job that requires the ability to lift equipment weighing up to 50 pounds, set up canopies, carry large boxes, and assist the association with the creation of a first responder support policy in emergencies. Working conditions include, but are not limited to, rain, heat, and wind.

## **Farmers Market Manager Responsibilities:**

### **Logistics**

- Understand the needs of market participants to create a booth layout designed for success and ease of flow.
- Ensure all necessary equipment and supplies are transported to market and are kept in good working order. Including proper storage of items when not in use.
- Ensure complete and attractive market set up and break down; includes assuring safety, accessibility, and trash removal.
- Ensure all appropriate permits, licenses, signs, and tent weights are present at each vendor booth.
- Use “will call” list to fill vendor vacancies as needed to ensure a full market.
- Create map for each market and assign stall spaces as needed
- Direct safe traffic of vehicles operating in and around market sites.

### **Vendor Relations**

- Maintain supportive relationships with vendors, maintain awareness of their products and practices and work to promote their success.
- Troubleshoot, solve problems, and resolve conflicts as needed.
- Manage scheduling and communication logistics with vendors in advance of each market attendance. (Check the Association’s voicemail daily to ensure accurate attendance for each market.)
- Work closely with the Board of Directors to curate and maintain balanced, successful marketplaces.
- Coordinate with the Board of Directors to recruit vendors as needed to enhance and balance out the offerings of each individual market.
- Maintain awareness of the SGA’s application process for new and potential vendors.
- Work closely with the Board of Directors for awareness and enforcement of approved vendors and products.
- Perform potential/occasional site visits to vendors/producers as needed or recommended by the Board of Directors.
- Maintain a working knowledge of the Rules & Regulations and Bylaws of the SGA and create policies and procedures where needed to ensure the success of the organization overall. (i.e. first responder/first aid service policy currently needed.)
- Become familiar with and assist vendors with compliance regarding laws, regulations, and best practices pertaining to the sale of their product. (i.e. Health Department, Department of Agriculture etc...)
- Maintain first aid kits for all markets.

### **Teamwork & Leadership**

- Assist President of the SGA in hiring and training any new market staff.
- Attend all general membership meetings throughout the season and assist the Board of Directors with necessary planning, preparations, record keeping, and reporting as needed. (General Membership meetings are held on a Sunday in January, March, and October.)
- Provide guidance and leadership to market staff and volunteers regarding customer service, market logistics, and compliance.
- Work collaboratively to improve and expand efficiency of operations.
- Encourage a healthy market culture. Market Managers will be expected to encourage and maintain appropriate, professional, positive, and productive behavior at all times.

### **Sales, Data Tracking & Reporting**

- Distribute load sheets to each vendor at every market.
- Accurately track and maintain all vendor load sheets, payments, market cash box, along with all merchandise of the association.
- Maintain EBT transaction machines, logs, and reports based on manuals and FIS instructions.
- Reconcile vendor payments against load sheets after every market and complete summary sheets.
- Track and record vendor attendance for Quarterly CDFA reports and record vendor sales data.
- Prepare a bank deposit sheet and make bank deposits after each market day.
- Show initiative to improve data collection and reporting processes based on different market environments and situations with the overall goal of maintaining efficiency and accuracy.

### **Customer and Community Relations**

- Build relationships and maintain professional contact with lease-holders, neighbors, partners, entertainers, sponsors, and other market affiliates.
- Educate shoppers about methods of payment accepted at the markets including all tokens and matching programs, vouchers, SGA gift certificates etc..
- Assist with marketing and promotion of the farmers market by attending networking meetings, distributing flyers, and attending other community relationship building efforts that may arise.
- Work closely with the Board of Directors to identify and execute possible partnerships and outreach opportunities and coordinate volunteers where needed.
- Participate in planning and execution of all events and activities at the markets.
- Manage the SGA's social media presence. Currently FaceBook and Instagram.
- Regularly post high quality images of products and vendor stories for each market as well as highlight a schedule of events and entertainment that will be at each market. Post a morning video from each market location.

### **Knowledge, Skills, and Abilities Required**

- Two years of leadership experience with farmers markets, event management, customer service or other related work.
- Two years of experience working outdoors in various weather conditions.
- Two to four years higher education or equivalent professional experience.
- Must have a personal vehicle and valid driver's license.
- Thorough and respectful verbal and written communication skills.
- Detail orientation with regard to data tracking and reporting.
- Competence when making quick decisions about safety and emergency needs that may arise.
- Comfort working with social media platforms, and proficiency with the Microsoft suite of applications. Experience with QuickBooks may also be a plus.
- Experience leading and working in a team environment.
- Ability to understand and uphold rules and regulations of the organization and must be comfortable with holding others accountable.
- Passion for local food and farms; knowledge of community food systems is a plus
- Sense of humor and ability to go with the flow in all weather conditions is a must.

### **How to Apply**

Email your resume and a letter of introduction to our Board President at [sgaboard19@gmail.com](mailto:sgaboard19@gmail.com). Please tell us a bit about yourself and why you would be a good fit for our community.