

POSITION DESCRIPTION

Class Title: Farmers Market Master
Department: General Administration
Division: Office of Town Manager

GENERAL PURPOSE

Performs routine and complex administrative, technical and professional work in coordinating and directing the operation of a Town sponsored Farmer's Market.

SUPERVISION RECEIVED:

Works under the general guidance and direction of Town Manager and receives policy direction from the Market Governance committee.

SUPERVISION EXERCISED

May exercise general supervision over temporary staff and volunteers as needed and assigned.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Be present at all markets or arrange for someone to be responsible for the Market during any absence.

Maintains appropriate Market records.

Arranges contracts for entertainment, advertising, traffic control, trash removal and portable toilets

Communicates and coordinates the financial reporting and accounts payable needs of the Market with the Town Finance Director. Develops and administers operating or capital budgets. Complies with Town Purchasing policies

Assigns or appoints a volunteer/staff for:

- Vendor review and coordinator
- Volunteer coordinator- Market
- Volunteer coordinator- Parking
- Event/Entertainment coordinator
- Marketing and Communication
- Other tasks as necessary

Creates and enforces Market rules and regulations. Mediates disputes.

Ensures adequate weekly volunteer staff to run the Market with parking and traffic control.

Communicates weekly Market needs to the volunteers with volunteer assistance as necessary.

Prepares weekly Market vendor location and greets and places vendors.

Facilitates set-up and breakdown of the Market including Market Master Table, site layout, cones, opening of the barn, etc.

Maintains a clean and attractive Market at all times. Ensures trash is removed at the end of the day with volunteer assistance as required.

Serves as the Key contact person for weekly programming - prepares weekly communication with vendors and weekly newsletter to the general public. Uses social media to promote market interest.

Develops marketing programs to promote and educate the public; uses social media, prepares brochures, flyers, reports, flip charts, posters, calendars, articles, displays, exhibits and other educational and promotional items.

Communication and information link involving all facets of the Market and its operation with the Town of Coventry and CT Landmarks.

Develops emergency plans for the Market days and works with the Market Governance Committee to close the Market when necessary due to weather conditions or other hazardous situations.

Works with growers/vendors to encourage an adequate quantity and a broad variety of products each Market season with volunteer assistance as required.

Serve as quality control person for the Market vendors and compliance with CT Grown regulations with volunteer assistance as required.

Be familiar with State and local food regulations and requirements, and complete any paperwork required for operation of the Market. Serve as the liaison to the State of CT Dept. of Agriculture and the Eastern Highlands Health District.

Prepare monthly reports to the Town and Market Governance Committee regarding the Market operations.

Serve as the focal point for obtaining market sponsors and grants.

May performs similar tasks as described above for the operation of the Winter Market.

Researches information, prepares presentations, and makes presentations to various educational, civic, business, government and service groups.

Coordinates special activities, such as workshops, demonstrations,

Develops, coordinates, promotes, and administers funding/grant programs to support specialized activities.

Monitors Federal, state and local legislation dealing with Farmer's Markets. Represents Town interests on committees and at public meetings and hearings.

Fulfills other duties as assigned by the Town of Coventry or Market Governance Committee.

PERIPHERAL DUTIES

Serves as a member of various employee committees.

DESIRED MINIMUM QUALIFICATIONS

Education and Experience:

(A) Graduation from a four-year college or university with a degree in Marketing, public administration or a closely related field; and

(B) Minimum of one year experience related to coordinating a Farmer's market of similar large scale event

(C) Any equivalent combination of education and experience.

Necessary Knowledge, Skills and Abilities:

(A) Considerable knowledge of principles, practices, methods and trends; Considerable knowledge of applicable Federal, State, Health and town policies, laws, and regulations affecting market operations.

(B) Skill in negotiating contracts; Skill in operating the listed tools and equipment.

(C) Ability to communicate effectively, orally and in writing, with employees, volunteers, vendors, other governmental agency representatives, Town officials and the general public; Ability to conduct necessary research and compile comprehensive reports;

SPECIAL REQUIREMENTS

(A) Must possess a valid State driver's license or have the ability to obtain one prior to employment.

TOOLS AND EQUIPMENT USED

Personal computer, including word processing, spreadsheet, presentation, publications, database; motor vehicle; phone; fax and copy machine, calculator. Must have social media experience.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. Work is performed both in office settings and outside in a market field. Hand-eye coordination is necessary to operate computers and various pieces of office equipment.

While performing the duties of this job, the employee is required to stand; walk; use hands to finger, handle, feel or operate objects, tools, or controls; and reach with hands and arms. The employee is occasionally required to sit; talk or hear; and smell.

The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, depth perception, and the ability to adjust focus.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee frequently works in outside weather conditions.

The noise level in the work environment is usually quiet to moderate.

The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.

The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

Effective Date: 9/8/2015

Revision History:

