

## **POSITION DESCRIPTION**

Class Title: Farmers' Market Manager

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 farmers' market.

## **SUPERVISION RECEIVED**

Works under the general guidance and direction of Town Manager and Director of Planning and Development, and receives policy direction from the Market Operating Committee.

## **SUPERVISION EXERCISED**

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

## **ESSENTIAL DUTIES AND RESPONSIBILITIES**

Being present at all markets, or arranging for someone to be responsible for the Market, during any absence.

Maintaining appropriate Market records, on paper and/or electronically.

Overseeing weekly accounting at the Market, including overseeing handling of money at the market, preparing and submitting a weekly deposit, handling "wooden nickel" volunteer program, and completing weekly Finance Department reports as required.

Communicating and coordinating with the Town Finance Director regarding the financial reporting and accounts payable needs of the Market. Develops and administers operating or capital budgets. Complies with Town purchasing policies.

Ensuring adequate weekly volunteer staffing to run the Market, including ensuring the following roles are fulfilled or assigned/appointed to volunteers/staff members:

- Volunteer coordinator(s) for market field and parking field
- Event coordinator
- Music coordinator
- Social media coordinator
- Others as necessary

Working with the Market Operating Committee to create and enforce the Market Regulations and to mediate disputes.

Providing routine updates to the Market Operating Committee at meetings.

Maintaining a clean and attractive Market at all times.

Ensures the following responsibilities are completed by oneself or by assigning/appointing volunteers/staff members to complete:

Obtaining and managing contracts for traffic control, trash removal, portable toilets, or other necessary contractors for the market.

Laying out the market field before the season and maintaining the layout throughout the season, including measuring and marking the location of vendor spaces with field pins.

Communicating weekly Market needs to the volunteers.

Responding to Market emails and phone calls in a timely manner.

Coordinating all components of the vendor application process, e.g. preparing and updating vendor applications, reviewing all applications, scheduling vendors before and during Market season.

Preparing weekly Market vendor map, greeting and placing vendors in spaces on market day.

Assisting with and/or overseeing the set-up and breakdown of market “infrastructure”, e.g. tents and tables, traffic cones, trash cans, trash removal, opening and securing the barn, etc.

Preparing weekly newsletter and coordinating weekly with vendors for content.

Developing marketing and advertising content for Market events and programming for use online and in print, including copywriting and photos.

Updating the website and social media as necessary throughout the market season and the rest of the calendar year.

Communicating with the Town of Coventry and CT Landmarks regarding any important facets of the Market and its operation that may affect the organizations.

Working with growers/vendors to encourage an adequate quantity and a broad variety of products each Market season.

Monitoring quality of products in the marketfield and vendor compliance with CT Grown and CT Department of Agriculture Certified Market requirements.

Obtaining sponsorships and finding grant opportunities to ensure financial support for the Market. Works with others to write grant applications and to prepare sponsorship forms.

Monitoring federal, state, and local regulations dealing with farmers' markets and maintaining working knowledge of state and local health department regulations and requirements.

Completing any relevant state or local paperwork required for operation of the Market and serves as the liaison to the State of CT Dept. of Agriculture and the Eastern Highlands Health District.

Working with the Market Operating Committee to have an emergency plan including closing the Market when necessary due to weather conditions or other hazardous situations.

Fulfilling other duties as assigned by the Town of Coventry or Market Operating Committee.

### **PERIPHERAL DUTIES**

Serves as a member of other Town committees as required, including representing Town interests at public meetings and hearings.

Willingness to research, prepare, and make presentations, to educational, civic, business, government, or service groups.

### **DESIRED MINIMUM QUALIFICATIONS**

Education and Experience:

(A) Graduation from a college or university, ideally with a degree in a field related to the duties and responsibilities required in this position; and

(B) Minimum of one year experience related to coordinating a farmers' market, or similar large scale events; or

(C) Any equivalent combination of education and relevant 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**

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 and walk (sometimes for extended periods of time).

The employee must be able to lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, distance 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: