



Our Richmond-region farmers market, entering its ninth season, is seeking a new manager to help us take our operation to the next level. Do you have a passion for local food?

<http://westchesterfarmersmarketva.com/>

Westchester Farmers Market: Market Manager Job Description

Pay: \$20 per hour (contract work)

Hours: 16 weekly are expected for 27 weeks 4/19-10/25. Most of the hours are flexible and most work can be performed remotely. There may also be opportunities in the off-season for reduced weekly hours, as directed by the market's committee.

The market manager is responsible for the logistical organization and realization of the Westchester Farmers Market (WFM; formerly Powhatan Farmers Market), located in the Westchester Commons shopping center at the intersection of routes 60 and 288, in Chesterfield County near the Powhatan County line. This position also manages the various information necessary to communicate with vendors and the public, as well as to internally organize the market. The manager works with the WFM committee before and after the market ends to offer suggestions and improvements, based on their experience, and serves as the public face of the market in most interactions with customers, vendors, and the community at large.

Qualifications:

Problem solving and clear, diplomatic communication skills are necessary for a successful farmers market manager. Candidates must be detail oriented and able to work outdoors in any weather (including rain or high summer heat). Reliable transportation and access to a computer with internet access is necessary, plus a familiarity with basic office software. Managing vendor schedules, product offerings, and map placement requires constant editing and an artful understanding of the mechanisms and needs of farmers markets and the local food system as a whole. Prior experience in agriculture, the food industry, and/or event management is preferred. First-aid certification and the ability to lift and carry 50 lbs would be welcome additions.

Responsibilities:

-Day-of Market Logistics - 5.5 hrs/wk (2:30 pm until 8 pm Thursdays 5/3-10/4)

- Being familiar with state and local regulations pertaining to food safety, business licensing, and public safety, and reporting problems to the WFM committee
- Placing and/or moving signs and traffic cones along the roadside
- Assisting vendors and directing traffic as needed

- Collecting/recording vendor fees and managing this money
- Engaging with and counting customers, answering questions, and observing habits
- Taking advertising photographs and uploading to social media
- Checking in with vendors about their products, needs, and expectations
- Ensuring that the market space is well-kept and free of debris
- Checking the portable toilet (maintained by a third party)
- Managing 1-3 volunteers onsite
- Serving as the first contact for emergencies or other issues.

- Offsite Market Logistics - 3 hrs/wk

- Writing a monthly report that is submitted to the WFM committee
- Coordinating, with Westchester Commons, any other events
- Communicating regularly with vendors, property management and the WFM committee
- Managing vendor records, the market's schedule, payment tracking, and maps
- Engaging with an advertising plan as directed by the WFM committee.
- Answering digital and phone messages within 48 hours
- Procuring occasional supplies with market funds.

- Overall Market Management - 7.5 hrs/wk

- Implementing the in-season advertising plan as developed by the WFM committee with input from the market manager
- Tracking market finances against the budget as developed by the WFM committee
- Understanding market policies and provides feedback from vendors and customers to the WFM committee
- Compiling an annual report with the season's collected financial, attendance, and anecdotal data
- Additional vendor and volunteer recruitment as necessary
- Maintaining a market with a balance of products
- Supporting partner programs at the market in collaboration with outside organizations such as Powhatan 4-H, county extension services, and volunteers
- Occasionally visiting other markets and vendors' business locations
- Collaborating with community organizations and regional bodies that seek to support farmers markets and the local food movement

E-mail resume and cover letter to powhatanmarketmanager@gmail.com or mail to

Westchester Farmers Market
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