

Position Announcement Farmers Market Manager



Job title: Farmers Market Manager (shopper experience focus)

Reports to: Operations Director

Benefits: Health insurance, paid time off, 401(k)

Status & Pay: Hourly rate \$17.50 - \$19 depending on experience, full time, non-exempt

Work Schedule: Market days: Saturdays year-round; Sundays & Wednesdays, May – November
Non-market work schedule may be flexible. Some evening work required.

Work location/conditions:

Work may be at different market locations and in the office. Most work hours are outdoors in all weather conditions; year-round for up to 12 hour shifts.

Overview

Portland Farmers Market (PFM) is a nonprofit organization with approximately 15 full and part time staff, including an Operations Director, two Farmers Market Managers and several seasonal Market Crew positions. We operate five vibrant farmers markets that provide customers with a direct connection to more than 200 vendors with deep roots in Oregon and Southwest Washington. These vendors include farms, nurseries, bakeries, meat and seafood providers, cheese makers and specialty food producers.

The Farmers Market Manager is the on-site person in charge at a market. They prepare vendors locations and equipment for each market, lead set-up/ tear-down and oversee PFM sales and services. Each of the two Market Managers has a unique set of duties. This position will focus on market curation and shopper experience while the other market manager position has a focus on for vendor business success.

Market Managers build and maintain 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 PFM's mission and goals and keep informed of best practices for areas of specialty by collaborating with other organizations, participating in conferences and conducting research.

Market Managers are comfortable leading and working in a team environment to communicate ideas, identify potential problems, provide feedback and offer creative solutions. They are responsible for enforcing policies and assuring smooth and safe operations of markets. While this position does not have hiring/firing responsibility, the Market Managers work closely with the Operations Director to provide market crew and volunteers with open communication and ongoing feedback for a comfortable, productive work environment.

Successful Market Managers possess strong customer service skills, an ability to work under time constraints, excellent conflict resolution skills, a positive and team-minded attitude and the ability to think on their feet in a fast paced environment.

This is a physical, public facing, outdoor job and requires the ability to lift equipment weighing up to 50 lbs., step up and down out of a truck, set up canopies, carry large boxes and provide first responder support in emergencies. Working conditions include but are not limited to rain, heat, freezing temperatures and wind.

Farmers Market Manager Responsibilities

Logistics

- Understand the needs of market participants to create a booth layout designed for success
- Ensure all necessary equipment/supplies are transported to market and are in good working order
- Ensure complete and attractive market set-up/tear-down; includes assuring safety, accessibility and trash removal
- Accurately convey vendor attendance and market logistics to staff, volunteers and the public
- Direct safe traffic of vehicles operating on and around market site
- Offer first responder/first aid service as needed
- Understand and implement PFM's crisis response plan when necessary

Vendor Relations

- Maintain supportive relationships with vendors, be familiar with their products and practices and promote their success
- Troubleshoot, solve problems and resolve conflicts as presented
- Manage scheduling and communicate logistics with vendors in advance of market attendance
- Work closely with Operations Director to curate balanced, successful marketplaces
- Coordinate with other staff to recruit and on-board vendors as needed
- Gain working knowledge of and implement PFM's vendor policies and procedures
- Become familiar with and assist vendors with compliance regarding laws, regulations and best practices pertaining to sale of their products

Teamwork & Leadership

- Assist Operations Director in hiring and training market staff
- 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
- Contribute to the inclusivity of our markets and culture by engaging positive relationships

Sales, Data Tracking & Reporting

- Accurately track market tokens, merchandise and vendor payments and reconcile each form of income at the end of the market day
- Set up eye-catching display of PFM merchandise for sale at market booths
- Track and record vendor attendance, shoppers counts and gross sales data
- Show initiative to improve data collection and reporting processes based on different market environments and situations

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 market tokens, matching programs and vouchers
- Assist with marketing and promotion of the farmers market by attending neighborhood meetings, distributing flyers and other community relationship building
- Work closely with the Community Engagement Manager and Marketing Manager to identify possible partnerships and outreach opportunities
- Assist with the posting of interesting, relevant and high quality photos/information to social media outlets that encourage shopper attendance
- Coordinate with PFM program staff to meet community needs and ensure adequate staffing and equipment for programs and special events

Shopper Experience & Market Curation

- Manage PFM's Durable Dining Program including audits, enforcement, at-market communication and program evaluation
- Curate an exciting, site-specific and culturally relevant Market Entertainment program and manage application process for new and returning performers
- Optimize PFM's utilization of Farmspread.com as a marketing tool for vendors and promotion tool for our markets
- Work closely with the Community Engagement Manager to identify opportunities and develop at-market programs that enhance shopper experience
- Work closely with the Communications & Marketing Manager and other staff to enhance PFM's social media presence and photo library.
- Work closely with Operations Director to process applications for returning and new vendors

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 with direct customer service or sales
- Two years of experience working outdoors in various weather conditions
- Two to four years higher education or equivalent professional experience
- Embody PFM's equity philosophy and commitment to implementing diversity and inclusion practices
- Ability to repetitively lift 50 lbs.
- Access to personal vehicle or car share
- Valid driver's license, ability to safely drive a 20 ft panel truck and ability to pass driving record review conducted by PFM's insurance company
- Thorough and respectful verbal and written communications skills
- Detail oriented with regard to market sales reconciliation, data tracking and reporting
- First aide/CPR Certification and competence making quick decisions about safety (PFM will provide training)
- Comfort working with online data bases, social media platforms and proficiency with Microsoft suite of applications
- Experience leading and working in a team environment
- Ability to understand rules and comfort holding others accountable
- Passion for local food and farms; knowledge of community food systems a plus
- Sense of humor and ability to go with the flow in fair and foul weather conditions

We Welcome Diversity

Portland Farmers Market is an equal opportunity employer. We welcome all qualified individuals in accordance with the law without regard to their race, color, creed, religion, age, gender, sexual orientation, marital status, military status, political opinion, sex, national origin, familial status, mental and physical disability, gender identity, source of income, disability or any other status protected by federal, state, or local law in all personnel actions including recruitment, evaluation, selection, promotion, compensation, training, and termination. We will provide reasonable accommodation unless it creates an undue hardship on the operation of our organization. Any applicant needing reasonable accommodation should notify us as soon as possible.

How to Apply:

We look forward to seeing your cover letter and resume sent to apply@portlandfarmersmarket.org by **February 9, 2021**.

Please put ***FMM2021*** (for Farmers Market Manager) and ***your last name*** in the subject line. This position is open until filled.