

TITLE: Farmers Market Manager (Part-Time)

DEPARTMENT: Parks and Recreation, City of Franklin

JOB SUMMARY: This position provides administrative support for the Farmers Market.

FLSA: Non-exempt

MAJOR DUTIES:

- Work with the Department of Parks & Recreation Director on all aspects of running a successful City Farmers Market.
- Recruit and select vendors, process applications, collect registration & license fees and guide them through the application process.
- Be on site at the Market on market days as well as accessible to vendors and customers during Market hours.
- Make sure vendors have an understanding of and are in compliance with Market rules.
- Relay to vendor's contact information for Virginia Department of Agriculture and Virginia Department of Health and other sources to insure they understand laws and guidelines for selling their products.
- Generate weekly social media, newsletters, e mails and texts to both vendors and customers to stay engaged and informed.
- Develop and maintain partnerships with community organizations. In doing so, create a cohesive, engaged, healthy community spirit.
- Collect data from Market days, including customer count, vendor count and sales.
- Create a yearly budget with the Director of Parks & Recreation for the Market
- Plan special event Markets throughout the year and coordinate with other City events.
- Make sure City is aware of any repairs and cleaning which may need to be done to the Farmers Market pavilion. On a weekly basis, keep pavilion swept and clean of debris.
- Secure sponsors for the Market and post their sponsorship on social media, banners and flyers.
- Conduct on site visits to Farms to insure products are locally grown and produced.
- Provide up to date information on the Market to City website, Farmers Market information sites and other social media.
-

September 2021

- Establish and manage Snap-EBT program and continue to work with the Senior Farmers Market Nutrition Program.

Skills & Qualifications:

- Willingness to work in the elements (heat, cold, rain, snow)
- Good communication and writing skills.
- Knowledge of agriculture and organizations which support it is helpful
- Effective problem-solving.
- Creative thinking.
- Self-motivation.
- Organizational skills.
- Communication skills
- Marketing skills.
- Financial skills.
- Passion and dedication to the community.

HOURS:

15-20 hours per week. Includes 4 hours per week on Saturdays from 9-12 noon, and 4 hours a week in addition for Wednesday Market from 4-7 for approximately 15 weeks.

SUPERVISORY CONTROLS: The Parks and Recreation Director assigns work in terms of general instructions. The supervisor spot-checks completed work for compliance with procedures, accuracy, and the nature and propriety of the final results.

GUIDELINES: Guidelines include department rules and policies. These guidelines are generally clear and specific, but may require some interpretation in application.

COMPLEXITY: The work consists of related administrative duties. The need for accuracy contributes to the complexity of the position.

SCOPE AND EFFECT: The purpose of this position is to provide administrative support to the Parks and Recreation Department. Successful performance contributes to the efficiency of department operations.

PERSONAL CONTACTS: Contacts are typically with co-workers, vendors, and members of the general public.

PURPOSE OF CONTACTS: Contacts are typically to give or exchange information, resolve problems, and provide services.

PHYSICAL DEMANDS: The work is typically performed while sitting at a desk or table or while intermittently sitting, standing, or stooping. The employee occasionally lifts light objects.

WORK ENVIRONMENT: The work is typically performed in an office.

SUPERVISORY AND MANAGEMENT RESPONSIBILITY: None.

MINIMUM QUALIFICATIONS:

- Knowledge and level of competency commonly associated with completion of specialized training in the field of work, in addition to basic skills typically associated with a high school education or equivalent.