


Franklin, Virginia	
Title: Farmer's Market Manager (Part-Time)	
Status: Non-Exempt	

Summary Objective

The Farmers Market Manager will be responsible for all aspects of coordinating Wednesday, Saturday, and specialty Markets. They will work directly with vendors, sponsors, nonprofits, and entertainers to provide the best farmers market experience for attendees.


This position works under general supervision of the Director of Tourism.

Essential Functions

The essential functions listed below are those that represent the majority of the time spent working in this position. Management may assign additional functions related to the type of work of the position as necessary.

- Manage all vendor applications, communications, scheduling, farm inspections, and reporting.
- Recruit and select vendors, collect registration/license fees, and assists applicants through the registration process as needed.
- Must be onsite and accessible to vendors and patrons on Market days/ during Market hours.
- Ensure vendors understand and comply with Market rules. Including, relaying vendor contact information to the Virginia Dept. of Agriculture and Virginia Dept. of Health, etc. to ensure vendors are in compliance with laws/guidelines for selling their respective products.
- Generate weekly social media content, flyers, newsletters, emails, etc. to ensure both vendors and patrons are engaged and informed.
- Develop & maintain partnerships with community organizations to create a cohesive, engaged, and healthy community spirit.
- Plan/implement specialty markets throughout the year and coordinate with other City events.
- Secure sponsorships for the market and include them in marketing/branding efforts.
- Establish & manage Snap-EBT program and continue to coordinate with the Senior Farmers Market Nutrition program.
- Responds to public inquiries of the venue and provide information and tours.
- Creates annual budget for the market with the Director of Tourism.
- Monitors records and reports including registration and attendance reports, vendor sales, supply requisitions, work order request forms for facilities maintenance, etc.
- Checks facility and grounds for unsafe conditions and takes appropriate follow-up actions; enforces safety policies and procedures; secures facility at end of day.

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- Develop evaluations to assess the strengths of the farmer's market and to identify areas of improvement.
- Reports weekly updates to Director of Tourism.
- Performs related work as assigned.

Minimum Education and Experience Requirements:

- High School graduation or GED equivalent.
- Two (2) years of related experience or an equivalent combination of education, training and experience.
- Genuine love/passion for farmer's markets & the products/experiences they offer.
- **Strong** written, oral, organizational, interpersonal and communication skills.
- **Strong** knowledge/skill using Microsoft Office Suite including Word, Excel, & PowerPoint. Experience with other content creation programs such as Canva, Adobe, etc. preferred.
- Ability to manage multiple projects and deadlines.
- Self-directed, but able to work collectively as a team player.
- Ability to work irregular and long hours as needed, including early mornings, evenings, and weekends.
- Ability to assertively and respectfully enforce rules / address conflict as needed.
- Must be able to professionally represent the City of Franklin to the public, municipal authorities, and sponsors.
- Proven leadership experience with mentoring and development of others.
- Basic knowledge of event coordination processes and execution strategies/logistics.

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Physical Demands:

Physical demands refer to the requirements for physical exertion and coordination of limb and body movement.

- Performs medium work that involves walking, standing, stooping, stretching, or lifting frequently and also involves exerting between 20 and 50 pounds of force on a regular and recurring basis.

Unavoidable Hazards (Work Environment):

Unavoidable hazards refer to the job conditions that may lead to injury or health hazards even though precautions have been taken.

- Involves routine and frequent exposure to:
 - Bright/dim light; Dusts and pollen.
 - Extreme heat and/or cold; Wet or humid conditions.

Special Certifications and Licenses:

- Must have and maintain a current and valid state driver's license with an acceptable driving history.
- Must have, or the ability to obtain within one (1) year of employment in the position, the following certification:
 1. VAFMA Certified Market Manager

Americans with Disabilities Act Compliance

The City of Franklin is an Equal Opportunity Employer. ADA requires the City to provide reasonable accommodations to qualified persons with disabilities. Prospective and current employees are encouraged to discuss ADA accommodations with management.

Standard Clauses

Required to work nights, weekends and holidays as needed to meet the business needs of the City. This job description is not designed to cover or contain a comprehensive listing of essential functions and responsibilities that are required of an employee for this job. Other duties, responsibilities, and activities may change or be assigned at any time with or without notice.

Essential Safety Functions

It is the responsibility of each employee to comply with established policies, procedures and safe work practices. Each employee must follow safety training and instructions provided by their supervisor. Each employee must also properly wear and maintain all personal protective equipment required for their job. Finally, each employee must immediately report any unsafe work practices or unsafe conditions as well as any on-the-job injury or illnesses.

Every manager/supervisor is responsible for enforcing all safety rules and regulations. In addition, they are responsible for ensuring that a safe work environment is maintained, safe work practices are followed, and employees are properly trained.

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