

POSITION TITLE: Manager, Tanana Valley Farmers Market
SUPERVISORS: The elected Board of Directors of the Market,
answering to the President of the Board

SEASON SCHEDULE:

April 1 -- September 30 Full Time
October 1 -- March 31 *Half Time

*This time period includes a two-week paid vacation

This is an annual contract beginning January 1 and ending December 31

GENERAL MISSION : Promote and maintain a professional Market and Market office. Represent and promote the Farmers Market both in person and through print and electronic media in a competent, positive, and professional manner.

SPECIFIC DUTIES & RESPONSIBILITIES:

1. Background Knowledge and Communications.

- a. Be familiar with Articles of Incorporation, By-Laws, Vendor Policy, vendor orientation; also DEC, WIC and other public policies which can influence or affect Market operations
- b. Attend all Board and General Membership meetings and present Manager's Reports
- c. Work with Committees to implement projects
- d. Act as liaison between vendors and the Market Committee
- e. Act as liaison between vendors and customers
- f. Work with Market accountant and legal counsel as needed
- g. Work cooperatively with other Market employees, with Market volunteers and the Board of Directors to facilitate a well-run Market
- h. Maintain a logbook of Manager activities for Board review
- i} to include concerns, violations, warnings to vendors, etc.

2. Public Relations and Market Development

- a. Plan and implement marketing and advertising for Market activities
 - i} to include newspaper, news letter, radio, television and internet venues
- b. Promote the Market through cost-effective media resources such as Community Calendars, press releases, news articles and PSA's
- c. Develop liaisons between the Market and other businesses and entities for sponsorship of Market improvements and events
- d. Represent the Market by attending conferences and workshops

as directed by the Board of Directors

- e. Research and develop funding opportunities for the Market
- f. Actively maintain Market website with current vendor information (with their permission) and regular updates regarding Market activities

3. General Market Operations

- a. Maintain regular hours at Market office:
 - about 40 hours / week during full-time summer period
 - about 20 hours / week during half-time winter period
- b. Open, close, and be present at Market during all assigned Market days
- c. With the Treasurer, receive and record daily vendor assessments
 - i} to include making bank deposits of assessment monies
- d. Maintain Market financial records and statistical reports:
 - i} to include the use of Quickbooks or Excel to track vendor sales
 - ii} to include oversight of accuracy of vendor assessments
 - iii} to include managing Accounts Payable in a timely manner
- e. Enforce Policy rules and guidelines to ensure a functional Market:
 - i} to include maintaining a reference map or schematic for making consistent and fair vendor space assignments
 - ii} to apply Market rules for space variances and other exceptions
- f. Enforce DEC and WIC regulations and policies
- g. Coordinate Market cleanup prior to, during and after Market hours, including bathroom cleaning and maintenance and grounds upkeep
 - i} to include recruiting vendor volunteers for daily chores
- h. Inventory, purchase and maintain Market supplies as needed
- i. Sell or coordinate the sale of Market merchandise, during normal Market operations, during the annual Holiday Bazaar, and through internet sales via the website when that option is implemented
- j. Co-ordinate and manage the annual Holiday Bazaar
 - i} to include securing Bazaar venue and setting up advertising
 - ii} to include processing Bazaar applications, designating space assignments, and providing selling information to applicants
- k. Perform other Market duties as assigned by the Board of Directors
- l. Perform various travel functions: not limited to post office, bank, market supplies, and conference attendance.

4. Responsibilities Regarding Vendors

- a. Maintain current vendor applications and information, both on Market

website and as paper copies; provide copies of Policy as needed

- b.** Maintain updated vendor information
 - i}** to include in the address database; in the vendor email database; on the Market website (with vendor permission)
 - ii}** enter vendor sales information into financial database
- c.** Conduct thorough vendor briefings, on the phone, via email, and/or in person prior to or during the vendor's first selling day
- d.** Ensure that vendors are only offering qualified products for sale
- e.** Work to actively recruit vendors for slow Market periods / days
 - i}** to include promoting Sunday Market to new vendors

5. Grants

- a.** Research and apply for appropriate grants *
- b.** Administer grants according to grant specifications
- c.** Account for all grant receipts and expenditures

*The Market Manager shall receive, as a year-end bonus, a sum equal to ten percent (10%) of grant monies received, less taxes and administrative fees. This bonus only applies to grants which have been originally identified and actively pursued by the Market Manager. This includes advertising grants, farm / agricultural grants, and local business - improvement grants; but excludes donations.