



## POSITION DESCRIPTION

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**Job Title:** Market Manager

**Reports to:** Westside Farmers Market Manager Trainer/Advisor

**Job Type:** Year-round, part-time (–schedule breakdown attached)

**Compensation:** \$20 per hour

**Work Schedule:** Market days: Tuesdays June - October 12:00 - 8:00 PM; non-market work schedule may be flexible. Some evening work is required. Anticipated start date is November 15, 2023.

**Work location:** Market site on Tuesdays, other work hours may be done remotely or in community spaces as needed.

### Overview

The Westside Farmers Market is a community market in Rochester, NY, with the mission to promote the individual and social health of our community by creating access to fresh, local foods in a vibrant and informative weekly gathering. The market is open June - October on Tuesdays from 4:00 - 7:00 PM at 831 Genesee St (St. Monica Church parking lot).

The market's steering committee is seeking a Market Manager with the primary responsibility of day-to-day operation in collaboration with the market's steering committee and volunteers. This will include being the person in charge on-site at the market during all market hours, as well as completing work off-site during non-market hours. The manager will also represent the market to the vendors, shoppers, and the community and will take an active role in strategic planning, outreach, and fundraising.

The Market Manager is a part time year-long position. The manager will report to the Market Manager Trainer/Advisor and with the support of the Westside Farmers Market steering committee will serve as an employee of the market's fiscal sponsor, the 19th Ward Community Association.

### Responsibilities

#### Market Operations

- Prepare for each market season (June - October) by ensuring site location, insurance and permits, and volunteer support are in place.
- Oversee set-up and break-down procedures focused on efficiencies and on ways to improve systems and procedures; ensure the site is clean and empty at the end of each market.
- Accurately track and reconcile weekly numbers and participation including vendor and shopper attendance, gross sales data, market tokens, merchandise, and vendor reimbursements.
- Lead the market's co-op booth coordination by curating and ordering products
- Complete reporting requirements due to regulatory agencies (e.g.: NYS Ag and Markets, Farmer's Market Federation of New York, etc.).

#### Vendor Management

- Lead vendor recruitment efforts to ensure diversity and variety in products and vendors; determine vendor eligibility based on the rules established by the steering committee.
- Communicate market policies, activities, and rules to farmers to keep them informed throughout the season, bring suggestions from farmers back to the market steering committee.
- Maintain a database of farmers that includes any required licenses or permits.
- Ensure vendors participate in and are up to date on various nutrition and benefits programs that enable greater access to food and products for shoppers (e.g. SNAP, Fresh Connect, Farmers Market Nutrition Program, etc.).

### **Volunteer Management**

- In collaboration with the steering committee, recruit and onboard new and returning volunteers.
- Establish policies and procedures for volunteers that define clear roles, expectations, and accountability methods.
- Ensure volunteers are adequately assigned and trained in their respective roles based on their skills, abilities, and areas of interest.

### **Fund Development and Finances**

- Work with the market steering committee to plan for market growth and development to meet fundraising goals (eg: grant writing and reporting, securing sponsors).
- Oversee financial recordkeeping with the steering committee and fiduciary sponsor.
- Contribute to efforts that identify and measure the market's impact and community benefit by tracking and providing data.

### **Communication and Outreach**

- Maintain a database of volunteers, community organizations, and musicians/entertainers.
- Collaborate with volunteers and steering committee members to create and distribute print and digital communication materials (eg: social media, newsletter, flyers, signs, etc).
- Solicit entertainment/events for market days, as well as sponsors for the entertainment/events.
- Conduct customer counts each market day to assess the level of growth in market usage.

### **Skills and Experience**

- Passion for healthy local foods, food justice, and community building
- Demonstrated success with supervising and engaging staff and volunteers
- Highly organized and accountable, especially regarding coordinating with volunteers, vendors, and community partners and responding to shoppers' and key stakeholder needs.
- Excellent written and verbal communication with individuals and in groups
- Able to work collaboratively with people from diverse backgrounds in terms of race, ethnicity, gender identity, sexual orientation, class, ability, and religion; comfort working in the public eye
- A commitment to cultural humility and inclusiveness, anti-racism, and equity
- Enthusiasm for working outside in a range of weather
- Proficiency with Google Suite, QuickBooks, social media
- Must have reliable transportation within the City of Rochester and a valid driver's license

### **Physical Demands**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. In performing the duties of this job, the employee is regularly required to:

- Work outdoors and work at a computer for extended periods of time
- Stand, walk, bend, kneel, and/or crouch, sometimes on uneven surfaces
- Lift 30-50 pounds safely

### **How To Apply**

Send a resume and cover letter to [westsidemarketrochester@gmail.com](mailto:westsidemarketrochester@gmail.com) with Market Manager in the subject line. Applications must be submitted by October 31, 2023.

We are an organization led by people with multiple identities. We strongly encourage members of marginalized communities to apply. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender identity or expression, sexual orientation, national origin, disability, or age. Questions about this position can be sent to [westsidemarketrochester@gmail.com](mailto:westsidemarketrochester@gmail.com).

**WFM - BREAKDOWN OF MANAGER'S HOURS**

MONTH (S)	# OF HOURS /WEEK	# OF WEEKS	TOTAL HOURS	WORK PLAN	NOTES
Nov-Dec	8	6	48	Recruit vendors, ensuring diversity and variety in products; send in all required documents to regulatory agencies; send donation to St. Monica and to Fiduciary; Develop plan for increasing the number of BIPOC vendors	weeks cut for Nov/Dec due to holidays
January-March	10	13	130	recruit new vendors/procure sponsors, secure grants, FMNP paperwork to Ag&Mkts; visit churches and community organizations to promote the market; reconcile QB for previous years and send to tax preparer. Develop a plan for increasing SNAP participation; apply for NeighborGood Grant through RACF.	NG grant every other year. UF is an option after discussion with committee; Market conference could be in March
April	12	4	48	continue community visits; attend community events and meetings; attend market conference(could be March), update website, secure grants, procure sponsors; continue vendor sign up and communication	attending neighborhood merchant meetings is helpful
May	20	5	100	vendor follow up; community tabling; set up technical programs (TotilPay, SNAP online, EZTexting, MailChimp) prepare token spreadsheets, forms; volunteer appreciation and assignments; organize folders, send banners to printer; liability insurance and Hold Harmless to St. Monica; confirm all vendor paperwork is in file, including insurance, applications, fees, and permits; encourage farmer participation in FMNP; plan for and order for market co-op booth, connecting with suppliers in advance; oversee community outreach and promotion; maintain database of volunteers, vendors, musicians, community orgs; secure musicians for each market; update QB. reconcile with bank statements; monitor grant requirements;	
June - October	30	22	660	organize volunteers weekly; oversee set-up and break-down; ensure site is clean and empty before leaving market; accurately track and reconcile weekly numbers and participation including vendor and shopper attendance, gross sales data, market tokens, merchandise, and vendor reimbursements; coordinate market coop booth, keeping inventory and ordering product as needed; complete reporting requirements due to regulatory agencies; keep in regular contact with vendors, assuring their presence and satisfaction; provide information handouts for shoppers, including recipes, nutritional facts, programs available; procure shopper contact information, updating mailchimp; send out weekly newsletter; distribute lawnsigns throughout the sw neighborhoods;	
<b>HOURS</b>		<b>50</b>	<b>986</b>		