



HEALTHY FOODS LOCAL FARMERS

Job Description

7 March 2017

Program Manager

Market Strategy – 20%

- Participate in annual market plan and strategy including, but not limited to: vendor selection, site logistics, education, community outreach and partners.
- Participate in the planning, review and evaluation of all educational and interactive market programs and events (educational value, resources and budget, fit with mission etc.).
- Coordinate vendor applications for Application Review Committee to continue to refine and develop a compelling product mix offered by a committed group of vendors. Lead Art Market Committee, planning and execution.
- Assist in setting operating days and hours, overall standards, vendor fees, etc.
- Research and compare other markets events, activities, themes, application processes, etc. and other state's legislation around farmers markets to continue to improve MCFM and the farmers market community in MN.

Market Management – 65%

- Meet weekly with Marketing Manager to plan weekly markets and stall assignments.
- Recruit and confirm vendors prior to Market opening, manage vendor contracts, secure vendor forms, licenses, etc. Secure substitute vendors throughout season.
- Maintain and update vendor applications, acceptance and rejection letters. (both summer and winter markets), including updating vendor profiles on MCFM website
- Secure and manage permits from public works, zoning, licensing, health, animal control, and fire.
- Seek, develop and maintain good relationships with the Mill City neighborhood, the City of Minneapolis and other community partners.
- Assist in the recruiting, interviewing, selecting, training, evaluation and management of day staff, interns, and volunteers.
- Serve as first point of contact for vendor application process and weekly inquiries.
- Coordinate and confirm site logistics for events including staging, timing, and equipment & electrical needs, licenses/permits, etc.
- Work with Mill City Museum/building manager staff on weekly site logistics.
- Oversee the Zero Waste Program, Internship Program and educational programs.
- Assist with the Volunteer Program and Meet Your Vegetables Internship.
- Lead vendor meetings.
- Manage all market supplies.
- Promote the market by tabling at various expos, conferences and community events.
- Participate in establishing an effective and efficient office and practice accurate & organized record keeping.
- Assist the Executive Director and Benefit Planning Committee with the planning and execution of the annual benefit fundraiser in September



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Market Site Management – 15%

- On site managing of the market to include: vendor placement, equipment, electricity, traffic control, signage, event setup, entertainment, zero waste operations, etc. Includes attendance at the Market 18-20+ Saturdays per summer market and 7+ Saturdays per winter market.
- “Trouble shoot” market problems and manage incidental un-planned issues onsite and in the office.
- Enforce Mill City Farmers Market’s rules, along with city, state and federal regulations.
- Supervise interns, volunteers and day-staff.
- Serve as point person for the sponsors and community partners at the market.
- Respond to vendor/customer complaints and inquiries.

Physical Requirements

- Ability to lift up to 50 lbs several times a week.
- Ability to work 10-12 hour days standing in a fast-paced environment.

Skills and Abilities

- Bachelor’s degree in a related field.
- Minimum of 3 years event/management experience.
- Advanced proficiency in Microsoft Word (required).
- Excellent organizational skills.
- Background and experience in local, organic foods movement (strongly preferred).
- Flexibility is required!
- Interest and ability to work in an independent, fast-paced environment.
- Strong interpersonal skills. Ability to diffuse difficult situations.
- Excellent communication skills, including writing, marketing and social media.
- Experience in bookkeeping and office management (preferred).
- Database experience (preferred)

Hours & Salary:

- This is a salaried 40-hour/week position (hours vary slightly seasonally). Salary to commensurate with experience.
- Must be available to work most Saturdays May-October (5am-3pm) and a few Saturdays from November-April (7am-2pm).

Applications accepted on a rolling basis. Job to be filled ASAP

Please send your cover letter, resume, and references to:

Martha Archer, Executive Director @ Martha@millcityfarmersmarket.org