



Mill City Farmers &
Mill City Farmers Market Charitable Fund

Communications Manager Job Description

Are you passionate about supporting small family farmers and increasing access to local, healthy food? Are you seeking an environment that allows work life balance? Are you interested in joining a team of regenerative farming and local food enthusiasts? If you share our passion for bringing people together around local food and a farmers market - let us know - we're eager to meet you, this might be the perfect job for you.

Overview:

Mill City Farmers Market (MCFM) is Minneapolis' trusted source for healthy, local and sustainable groceries, combining a vibrant marketplace with nourishing community connection. Established in 2006, MCFM is a year-round farmers market supporting more than 100 local farmers, food makers and artists. We operate weekly Markets May – October and bi-weekly indoor Winter Markets November – April. In addition to the Saturday market, our sister 501(c)3 nonprofit, the [Mill City Farmers Market Charitable Fund](#) works to support a healthier community through partnerships, educational programming, and support for organic farmers and local food producers.

The Communications Manager is responsible for on-site management of half of MCFM's Saturday markets, public communications and co-managing Charitable Fund programs. The Communications Manager develops and manages a marketing program that attracts and retains shoppers, supports farmers and food artisans' economic success, and helps shoppers understand the benefits of supporting local food.

This position reports to the Executive Director and will collaborate closely with the Program Manager and Development Manager.

Job Description

Communication & Marketing – 35%

The Communications Manager develops and implements a marketing plan that meets MCFM and the Charitable Funds' strategic goals to promote vendors and tell the story of local, regenerative agriculture.

- Create content, schedule, and manage website, social media, and email newsletter
- Write and coordinate short-form blog articles and stories to educate the public, press releases, print and digital advertisements
- Take photographs and videos for social media, conduct interviews, and visit vendor farms and businesses as needed to develop stories
- Contract professionals and-influencers
- Create an annual marketing budget and monitor expenses
- Ensure consistent use of all aspects of the MCFM brand and usage guidelines
- Analyze and leverage data to identify trends, inform marketing plans, and derive demographics about followers
- Manage inventory for MCFM merchandise
- Manage phone calls, emails, and other direct communication with the public
- Maintain efficient office practices and organized record keeping

Market & Event Management – 20%

Market Staff build and maintain positive relationships with vendors, community partners, and shoppers to create a vibrant gathering place where vendors can prosper.

On Site Market Managers are responsible for enforcing policies and assuring smooth and safe operations of markets. They are comfortable leading a team, communicating ideas, identifying problems, providing feedback, and offering creative solutions. Successful Market Managers possess strong customer service skills, excellent conflict resolution skills, a positive and team-minded attitude, and the ability to think on their feet in a fast-paced environment.

- On-site management of the year-round farmers market including coordination of 100+ vendors, 5,000 average weekly visitors, equipment, and safe event setup and tear down
- Attend weekly MCFM leadership meetings and work with Mill City Museum staff to discuss and plan market logistics
- Gain working knowledge of and implement MCFM's vendor policies, procedures, and rules along with city, state, and federal regulations
- Assist Program Manager in hiring, training, and supervising part-time Market Day Staff and volunteers including leadership on customer service, logistics and compliance.
- Work collaboratively to improve and expand the efficiency of operations
- Troubleshoot market problems and manage unplanned issues
- Respond to vendor and visitor's complaints and questions
- Contribute to the inclusivity of our markets and culture

Program Management – 20%

- Work closely with market staff to research, design, supervise, assess, and promote MCFM's programming: cooking demonstrations, food access programs, and Zero Waste.
- Lead the Next Stage Grant Program, which has funded over \$316,700 since 2013 for local, sustainable farmers and makers. Manage the promotion and application process. Lead the application review committee. Coordinate and communicate grant project results. Assess and adapt the program.

Market Strategy – 25%

- Work closely with Market Staff to develop MCFM's annual strategy, curate a balanced, marketplace thru vendor selection, plan site logistics, programming, community outreach and partnerships
- Business development and support for 100+ market vendors as needed. Includes help with social media, websites, market signage and display, business planning, grant writing, networking, and technical assistance
- Assist in setting MCFM's overall standards, policies, vendor fees, operating hours, 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 Minnesota
- Attend conferences and collaborate with allied organizations on mission-aligned work.
- Seek new community partnerships, build on existing relationships and work collaboratively with community partners and sponsors
- Support the Development Manager and Executive Director with fundraising messaging, program updates to the board and corporate sponsors, grant writing, and MCFM's annual Harvest Social fundraiser

Physical Requirements

This is a physical, public facing, outdoor job and requires the ability to occasionally lift equipment weighing up to 50 lbs., work 10-hour days standing and walking on concrete in a fast-paced environment 2-3 times a month. Working conditions include but are not limited to rain, heat, freezing temperatures and wind.

Required Skills and Abilities

- Proficiency in Microsoft Office and Google Suites
- Excellent organizational skills
- Excellent written and verbal communication skills
- An eye for design of digital newsletters and websites
- Flexibility to adapt and learn as digital tools evolve
- Strong interpersonal and relationship building skills.
- Sound judgment, decision making and problem-solving skills
- Ability to diffuse difficult situations
- Interest and passion for the local food system
- Commitment to promoting and enhancing diversity and equity
- Demonstrated ability to work independently, set appropriate work priorities, and require minimal supervision over regular work activities

Preferred Experience

- Two years of experience in the management of marketing, social media campaigns, content creation, and public relations
- Bachelor's degree in Marketing, Communications, Journalism, Food Systems, or related field, or three additional years of relevant experience
- Event planning and project management experience
- WordPress, Canva and/or Adobe Creative Suite
- Job experience in the local, regenerative food system

Salary & Hours

- This is a full-time, salaried position with flex time (hours may vary slightly seasonally)
- Must be available to work on-site 15-20 Saturdays May-October (6am-3pm) and 6-7 Saturdays from November-April (7am-3pm)
- Salary range \$36,000 – \$55,000 commensurate with experience. MCFM benchmarks compensation on MN Council of Nonprofits bi-annual Salary & Benefits Survey
- Benefits: health, dental, vision, 401(k), paid time off, and cell phone stipend
- Remote work available, if desired, 3-4 days a week

How to apply

We Welcome Diversity. Mill City Farmers Market is an equal opportunity employer. We welcome all qualified individuals to apply.

We look forward to seeing your cover letter and resume sent to our Executive Director Martha Archer, martha@millcityfarmersmarket.org. This position is open until filled.