



October 2023

Mill City Farmers Market &
Mill City Farmers Market Charitable Fund

Executive Director
Job Description

The Executive Director (ED) is responsible for Mill City Farmers Market (MCFM or Market) and Mill City Farmers Market Charitable Fund's (CFund) vision, mission, values, strategic priorities, programs, financial objectives, and operating policies. The ED provides strong and effective leadership for planning and programming strategies and oversees the full-time Development Manager (DM) and all fundraising strategies, the Program Manager (PM) and all programming, and the Communications Manager (CM). The ED oversees all day-to-day operations and activities and maintains strong partnerships with vendors, sponsors, donors, and the community.

Essential Job Functions

Strategy

- Lead the board and staff in the development, funding, and execution of a strategic plan.
- Develop annual budgets and long-term financial scenarios based on strategies and measurable outcomes.
- Evaluate all Market and CFund plans, programs, operations, activities, and procedures to align with the organization's mission, values, purpose, sustainability, and impact on the organization and community.
- Set organizational strategy with an equity lens – embrace diversity and inclusion as a strategic and moral imperative in long-range planning.
- Lead annual Market strategy including, but not limited to, assortment planning, application review, educational and food access programming, Next Stage Grant programming, and community partners and sponsors.
- Prepare annual reports and updates on strategic plan performance based on achievement of goals and strategic priorities.

Development

- Oversee and collaborate with the DM to develop, execute, and manage the calendar and budget to ensure that the fundraising strategies and activities effectively build capacity, support strategic goals, and are consistent with mission, values, and onsite logistics.
- Secure sponsors based on financial targets and alignment with the mission. Creatively negotiate partnerships to meet sponsors' needs and maintain MCFM's integrity.
- Determine an equitable vendor fee structure that attracts a diverse assortment and meets income needs.
- Write grant proposals for government and private foundations as needed.
- Explore innovative revenue opportunities to further diversify and strengthen the CFund and Market's fiscal well-being and sustainability.
- Maintain ongoing relationships and communication with major sponsors and donors
- Support fundraising event plans, strategies, committees, and event execution.

Budgeting and Financial Management

- Develop an annual budget and provide reports on the financial status at least quarterly.
- Ensure adequate funding is raised to operate the organization and maintain a solvent financial position.
- Work closely with the Board Finance Committee on all budget and finance-related issues.

- Ensure an adequate reserve fund as defined by policy to provide financial stability and advance the organization's mission.
- Through strong financial controls, ensure that the Market & CFund develops sustainable operations and maintains sound fiscal management and accounting system best practices
- Hire & oversee accounting contractors and ensure the accuracy of all financial transactions
- Ensure compliance with the organization's fiscal policies and reporting requirements, and appropriate forms are filed to maintain the organization's tax status.

Governance

- Establish and maintain regular and clear communications with Board members on strategy, programs, and policies.
- Foster board engagement, relationships, and overall board effectiveness in concert with the board's leadership
- Provide input and support for the board's oversight and fiduciary responsibilities.
- Support the Governance Committee and the boards in the active recruitment, on-boarding, development, evaluation, and recognition of directors.
- Recommend policy for board review and action and implement the board's policy decisions
- Work with the board chairs and Executive Committee to develop, track, and support board committee goals and work plans.
- Attend all board and board committees, event planning, and ad-hoc committee meetings.

Communications

- Ensure strategic management of brand and reputation. Continue to raise the bar on key Market differentiators: educational programming, quality products, extraordinary experience, commitment to integrity, sustainability statement, and 25% Local Standard.
- Act as the spokesperson and ambassador for the Market and CFund. Be visible in the market and community, telling the story of the Market's mission and the work of the CFund.
- Support the Communications Manager to develop and execute an annual communications plan to attract and engage customers and supporters in supporting the local food economy.

Community Relations

- Stay engaged and updated on industry trends for farmers markets, food systems, agriculture, small business development, nonprofit management, and related movements.
- Maintain leadership role with Farmers Markets of MPLS (FMM) and cooperative relationships with partner organizations, community groups, educational institutions, and food-related groups.
- Provide leadership and cultivate collaboration with city and state agencies and farmers market networks to advance and support the local food system.
- Establish and nurture intentional, diverse, collaborative relationships with other organizations to further food access and justice.
- Advocate for relevant political issues related to farm and food businesses and food access (Market).

Management

- Provide leadership to ensure market operations are of the highest quality. This includes developing the systems, procedures, and staffing necessary to ensure the markets run efficiently.
- Hire, lead, manage, develop, evaluate, and review the performance of all-year-round staff.
- Oversee all Human Resources activities, including compensation and personnel policies that ensure a living wage, attractive benefit packages, fair policies, and a supportive work environment where employees are empowered and encouraged to grow & develop and are held accountable for goals.
- Promote effective, consistent, and inclusive communications, internally and externally, to ensure cooperation and collaboration between staff, vendors, board, and community to create a climate of trust and open, honest, and respectful communication.

- Lead the development of the organization’s annual work plan, which is derived from the organization’s strategic objectives, and present the plan to the Board.
- Lead Vendor Committee and staff to develop and enforce equitable, timely, and productive vendor policies.
- Ensure compliance with the Market & CFund’s policies, federal, state & local laws, health department regulations, public works, zoning, licensing, liquor, animal control, & fire permits.
- Maintain appropriate levels and types of insurance and awareness of issues that may threaten the market or enhance potential business development.

Diversity, Equity, and Inclusion (DEI)

- Build strategies and implement DEI initiatives, including employee and volunteer recruitment, onboarding and engagement, vendor selections, board recruitment and selection, and community outreach/support.
- Provide and promote access to local, nutritious food in communities throughout Minneapolis.
- Facilitate DEI education and training for employees, volunteers, and board members.
- Coordinate community collaborations and partnerships that support DEI initiatives.

Education and Experience

- Bachelor’s degree or equivalent experience in nonprofit development
- Experience and/or passion for working in local food, food access, and agriculture (preferred)
- Minimum of 2-4 years of experience with nonprofit organizations event planning, program management, and/or development (preferred)
- Demonstrated track record of developing and maintaining relationships.
- Strong verbal and written communication skills and organizational writing experience
- Good interpersonal skills and the ability to interact with a diverse group of people, including fellow staff members, market vendors, and donors.
- Desire to lead and implement budgeting, finance, and development projection processes.
- Interest and ability to work independently in a fast-paced environment with effective time management and organizational skills.
- Willingness to work outdoors in various weather conditions at market or events.

Compensation and Expectations:

- Salaried full-time (40-hour/week) position of \$80,000-90,000 based on experience.
- Benefits include healthcare, 401k, cell phone stipend, 14 company holidays, 1 day (8 hours equivalent) per year for personal community development and volunteerism, and paid time off (PTO) commensurate with tenure in the organization (minimum 10 days).
- We value employees who know how to balance life and work. Schedules are flexible, with core office hours taking place Tuesdays – Saturdays, 9 a.m. and 5 p.m.
- Must be available to work most Saturdays May-Oct. (8 a.m. – 1 p.m.) and November-April (10 a.m. – 1 p.m.).

Application instructions

- Please send a cover letter and resume or list of relevant experience to board@millcityfarmersmarket.org.
- More information about our mission and work can be found at www.millcityfarmersmarket.org.
- MCFM and MCFM Charitable Fund is an equal opportunity employer, and we welcome all to apply. We are committed to fostering a diverse, inclusive, and equitable working environment.
- The deadline to apply for this position is **Friday, November 3 at 5:00 p.m.CT.**