



Waupaca Farmers Market Manager Position Description 2019

Overview:

Interested in making a difference in your community? Have a passion for local food? Want to help connect local farmers and businesses to local residents? Living the Waupaca Way is recruiting a part-time Farm Market Manager for our seasonal city farmers market. The Waupaca Farmers Market is held every Saturday (June-October) from 9:00am-2:00pm on the corner of Main and Fulton.

We are seeking a dynamic, detail oriented and outgoing market manager with the primary responsibility of overseeing the day-to-day operation of the farmers market. This will include an on-site presence at the market during all market hours, off-site work during non-market hours and hours in the off-season. In addition, the manager will represent the market to vendors, customers, and the community.

This position is grant funded with potential to be renewed for 2020 farmers market season.

Salary: \$10-12/hour, negotiable based on experience. Hours will vary based on time of year and may range between 5-30 hours/week.

Qualifications:

- Passionate about the community, local agriculture, and promoting health
- Reliable, self-motivated, and able to work independently
- Exceptional interpersonal skills (this position will interact with a variety of people)
- Proficient in computers and social media
- Able and willing to work outside in all weather conditions
- Safely lift and carry at least 50 pounds
- 18 years of age or older
- Experience or education in community health, nutrition, agriculture, food systems, marketing etc. desired but not required



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Job Responsibilities:

MARKET OPERATIONS

- Arrives at market 1 hour before opening to coordinate market set-up and stays at market until all vendors have left to make sure market site is clean.
- Sets up market manager tent. Staffs booth during market hours to assist customers and vendors as needed.
- Serves as resource person and advocate to market vendors.
- Works with City to place directional signs promoting the market around the community and at key locations prior to opening on each market day; removes those signs at the close of market when necessary.
- Coordinates vendor parking and set-up.
- Communicates market policies, activities, and rules to vendors, keeping them informed throughout the season.
- Collects vendor fees and manages farm market budget.

GENERAL MARKET SUPPORT

- Develops and maintains effective working relationships with vendors, customers and community members.
- Maintains effective working relationship with City of Waupaca, attends council meetings periodically to share updates on the market and maintains relationship with council.
- Attends monthly Living the Waupaca Way meetings - represents farm market and vendors at each meeting.
- Assists vendors, community representatives and customers by providing market-related information, conflict resolution and general aid as appropriate.
- Works with a data system such as MIFI (Metrics and Indicators For Impact) to collect and analyze farm market data captured through surveys and customer counts.
- Maintains database of farmers, vendors, their contact information, and any licenses or permits each vendor possesses based on the products they are selling.
- Develops handouts with recipes and nutrition tips for local, seasonal foods available at the market.



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- Ensures all market rules, as well as state and county regulations are adhered to.

OUTREACH AND MARKETING

- Recruits and enrolls farmers/vendors in the market—either through seasonal vendor agreements or as daily vendors.
- Works with the City of Waupaca and Living the Waupaca Way to promote the market through social media and promotion throughout the community, as well as plans for market growth and development.
- Assists with the development and coordination of special events at the market, including educational programming, activities, and musical performances.
- Solicits sponsors for market and events, and leads market fundraising efforts.
- Performs additional duties as assigned.

Please submit a cover letter and resume to Christi Gabriliska at Christi.gabriliska@ces.uwex.edu no later than February 15th.