



Position Description – Farmers Market Manager

“Our mission is to support local farmers by directly connecting all community members to quality regional products in a vibrant, producer-only farmers’ market.”

Position Summary

The Market Manager is a part-time, year round position reporting to the Board President. The primary responsibilities include coordination of the weekly market, communicating with vendors and volunteers, marketing, and bookkeeping. The Market Manager also works directly with the board in thinking strategically. The position requires an average of twenty (20) hours per week, with a reduced workload during the winter market season (Jan-April), and up to 25 hours/week during busy times. The position requires weekly FOTS market attendance and monthly board meeting attendance, but does allow for flexibility in completion of other responsibilities.

Position Responsibilities

Market Promotion: oversee all marketing efforts to ensure cohesive messaging

- Assist the board in further developing and implementing creative marketing strategies to advertise the market within and beyond Carlisle.
- Oversee & coordinate FOTS social media accounts.
- Create a weekly newsletter to the market community.
- Update the FOTS website as needed.
- Reach out to media regarding market events and news; promote events and stories.
- Organize and promote market-day activities that appeal to diverse populations including music, educational activities (including vendor-directed educational days), demos, etc. These events should occur at least once a month.

Market Day Coordination and Operation: ensure a smooth and safe market day experience for all stakeholders

- Correspond with and support vendors, customers, board, volunteers, media and other stakeholders prior and during weekly market.
- Serve as the primary point of contact for all vendors; be the liaison between the board and vendors.
- Create the seasonal market map, for board approval. Assign spaces for guest vendors and occasional vendors weekly.
- Oversee setup and take down market information tent and supplies for each market, to be either stored in the church or manager’s residence.
- Announce the opening of the market with FOTS bell.
- Communicate and enforce protocol for market rules and report alleged violations, in writing, to the Board of Directors.



- Assist in resolving minor on-site market disruptions using market protocol until the board can officiate. Communicate any occurrences, in writing, to the board.
- Compile and communicate any vendor feedback to the board, at monthly board meeting or sooner if urgent.
- Provide overall coordination and implementation of the Market Coupon Program. Oversee operation of the EBT machine (including sales records) and promote this resource.
- Work directly with the board to improve the market experience throughout the year.

Vendor, Volunteer, and Community Relations

- Be the conduit for all vendor and board communications.
- Compile and review all vendor applications and present them to the board for approval. Load applications to Google Drive prior to board meetings.
- Schedule all guest vendors, following board approval to the market.
- Coordinate farm site visits biennially for every vendor, with board and volunteers.
- Conduct regular vendor communication (email, newsletter, website, and social media).
- Coordinate, distribute, collect, and collate season-end vendor surveys.
- Recruit a strong market volunteer base and coordinate their service to the market. Delegate tasks to keep volunteers actively engaged and free up manager's time.
- Maintain volunteer contact database.
- Coordinate Volunteer Orientation and Volunteer Appreciation events with FOTS board.
- Communicate with venue representatives regarding all issues including scheduling and safety.

Bookkeeping and Administration: work with FOTS treasurer and board to keep accurate records

- Record vendor and customer attendance weekly.
- Compile weekly market token reconciliation and report for treasurer
- Record and receive vendor fees
- Record donations and other market transactions
- Check PO box weekly; distribute mail
- Distribute vendor token reimbursement checks monthly.
- Collect and record monthly vendor sales data
- Develop yearly market reports (record keeping & data collection) that will be presented to the board at the conclusion of each market year.

Additional responsibilities:

- Attend monthly board meetings and present market update report at each meeting. A market update report format will be provided.
- Assist board fundraising committee with grant writing as needed. Generate information and reports needed for grants.