



Assistant Market Manager - Position Description

Mission Statement: *Farmers on the Square (FOTS) strives to be a vibrant, welcoming marketplace in which a diverse community of producers and consumers celebrate superb, nutritious, and diverse agricultural products. FOTS supports local farmers and food security by making quality regional products directly accessible to community members, regardless of income, in a vibrant, producer-only farmer's market. FOTS seeks to educate the community on the economic, environmental, health, and community benefits of supporting local food and sustainable agriculture.*

Hours: 10 hours per week (mostly remote, flexible schedule)

Job Type: Employee (through Downtown Carlisle Association)

Primary Responsibilities:

- Oversee all marketing efforts to ensure cohesive messaging;
- Coordinate and attend monthly meetings of the Marketing & Education Committee of the FOTS Board of Directors;
- Assist the Marketing & Education Committee in developing and implementing creative marketing strategies to advertise the market within and beyond Carlisle;
- Oversee, coordinate, and develop content for FOTS social media accounts (Instagram and Facebook), including ensuring 1-4 original posts per week and weekly Stories featuring vendors who will be in attendance;
- In coordination with the Marketing & Education Committee, develop sponsorship opportunities and solicit sponsors to raise funds for market operations;
- Develop and maintain relationships with local businesses and organizations, including the Carlisle Area Chamber of Commerce, to enhance functioning in other duties;
- Design and distribute flyers and posters to raise awareness about the market and special events;
- Communicate and coordinate with the Market Manager to ensure efficient division of labor and completion of all necessary tasks;
- In coordination with the Carlisle Arts Learning Center and FOTS Board of Directors, plan the Art on the Farm fundraiser that takes place every 2 years (next is August 2026);
- Schedule promotional opportunities at events such as the annual Harvest of the Arts Festival and US Army War College Welcome Expo and represent the market at these events when volunteers are unavailable;
- Report tasks completed on a regular and timely basis to the Board of Directors;
- Uphold and advance the FOTS Mission Statement (above) and act as a positive representation of the organization in the execution of all duties.

Secondary Responsibilities:

These duties may be added *if* there is interest, time, and funding available, in order to support the Market Manager and general market functions. In the meantime, these duties will be

performed by the Market Manager. They will not be covered in the initial training period and, except for the first item below, are not guaranteed to be included at any point.

- Learn market day procedures and be able to act as the market's primary representative on Wednesdays in the rare event of the Market Manager's absence;
- Organize and promote market-day activities that appeal to diverse populations including music, educational activities, demonstrations, etc. These events should occur at least once per month;
- In coordination with the Fresh Match & Fundraising Committee, design and market FOTS merchandise to promote the market and raise funds for market operations;
- Recruit and coordinate volunteers for promotional efforts and events outside of market day;
- Connect with local media and public figures regarding market events and news;
- Advertise and raise funds for the market's Fresh Match program through the annual Match Madness fundraising campaign and grant writing.

Requirements:

- High school diploma or equivalent;
- Passion for local agriculture, food, community, and Farmers on the Square's mission;
- Able to attend *at least* 1 market day per month (more is preferred) to collect images and videos for social media;
- Interest in marketing, public relations, and social media management;
- Highly organized and able to keep track of multiple responsibilities consistently;
- Self-motivated and adept at managing time between several tasks;
- Personal device that can take pictures, use email, and access Google Drive;
- Excellent writing, communication, and interpersonal skills.

Preferences:

- Experience with Google Drive, Meta Business Suite, and/or Wix Website Builder;
- Graphic design skills and experience;
- Experience with sponsorships and fundraising for nonprofits;
- Connected to and passionate about the community of Carlisle and the surrounding regions.

This position will have a 90 day probationary period, at the end of this period the pay rate will be reassessed. **The pay rate is \$15/hour until the end of this probationary period.**

Farmers on the Square provides equal employment opportunities to all applicants and contractors without regard to race, ethnicity, religion or belief, sex (including pregnancy, gender identity and sexual orientation), national origin, age, disability, genetic information, or any other class protected by applicable law. We are committed to providing an inclusive environment free of discrimination and harassment of any kind.

For consideration for this position, please send a resume and cover letter to Market Manager Erik Smith at friendsofthefarmers@gmail.com