

Dunkirk Farmers Market Farmers Market Manager Job Description

The Dunkirk Farmers Market is a community market, supported by the Mayor's office, the City, community members and other local agencies. The market will provide access to locally grown fruits, vegetables, and other farm products, while creating a sense of community within the City. This project is undertaken by the Dunkirk Local Development Corporation (DLDC).

Manager Position

The Market Manager is a part-time independent contractor position with primary responsibility being the day-to-day operation of the farmers market. This will include an on-site presence at the market during market hours, as well as off-site work during non-market hours. The manager will report to the City of Dunkirk Deputy Director of Planning & Development. In addition, the manager will represent the market to the market's vendors, the consumers, and to the community. The Dunkirk Farmers Market currently operates on Wednesdays from 9:00am-2:00pm beginning June 12th and runs through October 16th.

Duties – In Season

- Enroll farmers/vendors and local organizations in the market – either through seasonal vendor agreements or as daily vendors
- Collect all stall fees owed, make accurate accounting and deposit in market account
- Arrive prior to market vendors arriving and remain throughout the market day to:
 - Properly place vendors in stalls, including assigning market stalls to daily vendors
 - Place market signs, parking signs
 - Ensure all rules and regulations are adhered to
 - Answer questions for vendors and consumers
 - Resolve disputes that arise
 - Maintain market grounds in a safe manner
- Operate market managers booth
 - Have nutritional and educational materials to distribute
 - Have recipes for seasonal, local foods that are available in the market
 - Operate market's EBT and "Double Up" programs
- Enroll market and market farmers in the Farmers' Market Nutrition Program (FMNP)
- Act as liaison to the market's governing body, providing accounting and performance reports
- Submit public relations materials to appropriate news and social media outlets
- Communicate market policies, activities and rules to farmers, keeping them informed throughout the season. Bring suggestions from farmers back to the board.
- Solicit entertainment for market days, as well as sponsors for entertainment
- Conduct periodic customer counts each market day to assess the level of growth in market usage
- Maintain database of farmers, vendors, their contact information, and any licenses or permits each vendor possesses based on the products they are selling

- Conduct periodic farm inspections
- Attend market-related workshops, training and webinars

Duties – Off Season

- Vendor recruitment, including at least one pre-season vendor meeting
- Community relationship development
- Fundraising
- Advertising/promotional program development, including special events planning
- Work with board to plan for market growth and development
- Preparation of site for next season, including securing location, site permits, market insurance, set market schedule, organize volunteers
- Attend market-related workshops, training and webinars

Qualifications

- Passionate about the community and local agriculture
- Ability to speak Spanish preferred
- Some financial knowledge is helpful: i.e. budgeting
- Ability to manage social media (Market's Facebook, Instagram and Webpage)
- Good communication, organizational, marketing, and dispute resolution skills
- Ability to think creatively

Please submit a letter of interest and resume **by Friday, March 22, 2019** to:

Dunkirk Farmers Market
Attn: Edward Hayes
338 Central Avenue
Suite 210
Dunkirk, NY 14048