

Information Sheet: Market Manager Job Description

Alberta Agriculture and Forestry (AF) is committed to the long term success of approved farmers' markets in Alberta. One of the ways this can be achieved is through increasing the level of skill and knowledge of the individuals who choose to manage the farmers' markets. The purpose of this information sheet is to provide a template for a job description which would be customized at the market level to suit the needs of each market.

Purpose

Responsible to the Board of Directors/Advisory Committee (the Board), the farmers' market manager plays an integral role in the operation of the farmers' market. The position is responsible for the day-to-day operations of the market, working with market vendors and other stakeholders, both internal and external to the market. In addition, the position works closely with the Board to ensure that strategic plans for the organization are developed and implemented.

Responsibilities

1. Board-Management Relations
 - a. Work closely with the Board to develop a reporting process so the Board is always aware of issues in the market as well as projects being worked on and progress on those projects.
 - b. Work with the Board and committees to develop and implement a strategic plan and annual action plans.
 - c. Attend Board meetings as required.
2. Market Rules
 - a. Work with the Board and vendors to develop market rules and ensure they are reviewed and updated annually.
 - b. Ensure all vendors, both new and returning, are given a copy of the rules at the start of the market season.
 - c. On a day-to-day basis, interpret the market rules for vendors and others in a consistent and fair manner. In some cases, this will result in disputes which need to be escalated through a dispute process designed by the Board.
3. Dispute and Emergency Resolution
 - a. Responsible for mediating disputes between vendors or between vendors and customers. In some cases, this will result in disputes which need to be escalated through a dispute process designed by the Board.
 - b. Work with the Board to develop and implement an emergency readiness plan.
4. Regulatory Compliance
 - a. Have a working knowledge of legislation and associated regulations, both provincial and federal, which impacts all the vendors in the market.
 - b. Ensure vendors and the market operations are in compliance with all local bylaws and provincial and federal legislation.

- c. Responsible for prohibiting vendors from selling their products until they are in compliance with all applicable legislation.
 - d. Work closely with the local public health inspector and other agency inspectors to ensure regulatory issues are addressed within the market and by the vendors.
 - e. Ensure all food vendors have completed the farmers' market home study food safety course within the allotted timeframe.
5. Record Keeping
- a. Work with the Board to develop and implement a table fee collection process.
 - b. Maintain accurate and complete records on the market and vendors throughout the year.
 - c. Complete required AF paperwork by January 31 of each year.
 - d. Collect certificates of completion from vendors for the farmers' market home study food safety course. Advise AF of which vendors have completed the course.
 - e. Approve and process all bills incurred by the market.
6. Vendor Recruitment, Selection and Retention
- a. Work with the Board and/or Vendor Selection Committee to determine the optimal market mix, always keeping in mind the 80/20 rule.
 - b. Actively recruit vendors to meet the optimal market mix.
 - c. Ensure all new and returning vendors complete an application form listing their contact and product information.
 - d. Work with the Board and/or Vendor Selection Committee to select vendors for the market.
 - e. Assist vendors on pricing, merchandising and other business or marketing related issues.
 - f. Hold vendor information meetings at least once per year and as issues arise throughout the market season.
7. Communications and Market Promotion
- a. Represent the market in meetings with external stakeholders, building positive community relations.
 - b. Communicate respectfully with vendors, board members, sponsors, inspectors and other stakeholders.
 - c. Initiate media stories on the market using innovative techniques.
 - d. Respond positively to ad hoc media inquiries about the market.
 - e. In conjunction with the Board, develop and implement a promotions program for the market.
 - f. Work with the Board to identify signage requirements. Ensure signs are made and displayed prominently in the community.
 - g. In conjunction with the Board, develop and implement special events for the market.
 - h. Respond to market inquiries in a timely manner.
8. Market Set-Up
- a. Ensure tables and/or booths are allocated each week in compliance with market policy.

- b. Arrive at the market a set time period before the market opens to the public in order to set up tables or mark out booth spaces and to greet vendors when they arrive to set up their stalls.
 - c. Be visible and accessible to vendors and customers during the market day.
 - d. Prior to leaving the market at the end of the market day, ensure the market area is clean and meets all the requirements laid out in the market rental or lease agreement.
9. Market Evaluation
- a. Conduct periodic surveys, both formal and informal, to assess customer opinions and satisfaction with the market.
 - b. Receive input from vendors and others to improve the market.
10. Professional Development
- a. Identify and attend professional development activities annually.
 - b. Debrief board members and vendors after workshops, conferences and retreats.
 - c. Complete market manager training and the farmers' market home study food safety course within the required timeframe.

Skills and Qualifications

- Interest and passion for farmers' markets as a direct marketing channel
- Excellent conflict management skills
- Able to communicate well, both in writing and orally, with a variety of stakeholders in a variety of situations
- Previous marketing experience
- Time management and organizational skills are critical
- Experience in food service management would be an asset so there is a good understanding/knowledge of food safety and regulatory requirements for food vendors
- Experience working with a volunteer board
- Strong leadership skills
- Willingness to engage in additional professional development activities
- Physical requirements: Able to set up and move tables or tents as needed. Able to walk the market during market hours.
- Previous experience managing a farmers' market would be a definite asset