

Job Title: Market Manager (Part-time)
Reports to: Board of Director President
Job Overview: Manage Haywood's Historic Farmers Market, with a focus on communications, marketing, and community outreach.
Expected hours/pay: 10-17 hours/week @ \$18/hour with review in 30 days. Includes potential for performance-based bonuses. This is a year-round position.

Responsibilities and Duties:

- Oversee operations of Market: Open and close Market each Saturday; arrive at least two hours before start time; set up signs, market tent, display items, credit card/EBT processing; direct vendors to spaces; break down Market tent, items; take down signs; take photos; greet customers and provide helpful customer service; process payments; oversee special events, surveys, or raffles.
- Be responsible for market correspondence, including market email & contact lists, market phone, and incoming applications or inquiries. Review applications and notify vendors; update current vendor email list in Google.
- Oversee social media postings and event updates on Facebook and Instagram. Maintain 3-4/week social media postings and event updates on Facebook and Instagram; create and send weekly newsletter to email subscribers and a monthly newsletter to vendors.
- Process mobile merchant system for credit cards and SNAP/ebt cards; distribute Market currency/tokens; keep records for Treasurer.
- Plan and distribute weekly market map based on vendor availability.
- Work in concert with the board in all aspects of the operation of the market such as fundraising, grant opportunities, event planning, and advertising.
- Schedule musicians and community vendors.
- Update website / social media / Local Food Guide (ASAP) / WNC Guide (Mountaineer)
- Manage and maintain market storage; organize items and ensure in working order
- Work within Google Workspace
- Take photos of Market; upload images to Google Drive folder
- Stay abreast of funding opportunities, assist with fundraising and development
- Represent the market at meetings, conferences, or events
- Present a manager report at monthly board meetings and present an End of Year Review with the year's Market statistics and analysis.
- (Pre-season) Plan for Market Season with the Board; initiate January "wake-up" meeting (update guidelines & application for season; schedule kickoff meeting; connect with previous vendors; etc.)
- (Pre-season) Prepare for Vendor Kickoff Meeting (publicize event; advise vendors; connect with appropriate community resources to attend; print applications and guidelines; update slides/handouts; etc.)

Qualifications:

- Organized
- Flexible
- Friendly
- Communicative
- Able to lift 50 lbs.
- Committed
- Consistent
- Experience with Google Workspace and social media
- Able to represent market in various settings
- Experience with conflict management
- *Preferred*—Experience with grant writing and management
- *Preferred*—Ability to transport Manager Booth set up (tent, tables, etc)
- *Preferred*—Experience with Canva or other design software

Weekly Task Breakdown: (Typically ~15 hours w/market day; ~10 without)

- Saturday Market - ~8 hours
- Market currency (tokens/record keeping) - ~1 hour
- Regular email correspondence, communication - ~2 hours
- Meetings, social media, newsletter, grants, other - ~2 hours