

Introduction

The Market Manager at the Brookside Farmers' Market connects the region's best agricultural producers to Kansas Citians who care deeply about their food choices. The Market Manager invites customers to the table, so to speak, welcoming market goers to an important weekly event. The Market Manager plays an important role in the local food movement by developing opportunities for sustainable farmers to earn a good living at market.

Overview

Founded in 2002, Brookside Farmer's Market is a producer-only Saturday morning farmers' market specializing in sustainable and organic products. The market is located on the north side of Border Star Elementary School at 63rd and Wornall Rd. The farmers and artisan vendors are member-owners of the market.

A Board of Directors provides governance for the market. The Market Manager is hired by the Board of Directors. The Board of Directors will establish the reporting protocol and a supervisor for the position. Though not a voting member of the Board, the Market Manager works collaboratively with the Board, and in particular the Vendor and Marketing Committee Chairpersons, to implement market plans and procedures. The Market Manager's hours and responsibilities take place on both market and non-market days. Start and end dates along with estimates of hours to be worked on a weekly basis will be detailed in an Employment Agreement.

The 2018 market season will run from April 14, 2018 to October 27, 2018 from 8am to 1 pm for the regular season, and from October 28th, 2018 - March 30, 2019 from 9am - noon for the winter season. The market had 17 vendors in 2017. The manager is expected to work an average of 17 hours/week.

Required Skills

- Physically fit and able to lift 50 pounds repeatedly for market setup.
- Professionalism in vendor and customer interactions.
- Excellent customer service skills.
- Self-motivated
- Ability to work in all weather conditions
- Professional writing, editing and communication skills.
- Familiarity with social media marketing, including Facebook, Twitter, and Instagram.
- Website editing using Wordpress

In addition to the required skills, a strong candidate brings passion, stamina and commitment to the details of the job responsibilities so that both customer and vendors have consistently positive experiences with market day operations.

Compensation

\$12 - \$14 / hour

Application Process

Send cover letter and resume with 3 pertinent references to:
info@brooksidefarmersmarket.com or Brookside Farmers' Market, P.O. Box 7088, Kansas City, MO 64113.

Brookside Farmers' Market Market Manager Job Description

Primary Market Day Responsibilities

Brookside Farmers' Market vendors rely on the Market Manager to coordinate smooth operations of market activities and to be their liaison with all parties served by and involved with the market

- 1) Arrive at the market 1.5 to 2 hours before the official opening time to complete set-up responsibilities before the market opens. Be available to customers and vendors at the market tent for the duration of the market hours.
 - a) The majority of equipment and supplies required for set-up are stored in on-site sheds. Set-up the information and musician tents, shade tents when needed, plus a chef demo and community tent as needed, including required tables, chairs and associated supplies and electrical needs. Move large chalkboard to the market entrance and update it with pertinent information. Distribute trash and recycling containers.
 - b) Hang market banners and place SNAP Program and yard-signs at critically visible, nearby intersections as directed by the Marketing Committee Chairperson. As assigned, complete activities associated with market's anticipated festivals.
 - c) Set-up equipment and supplies to be ready to process SNAP
 - d) In consultation with the chairperson of the Vendor Committee, communicate to vendors any location changes resulting from the absence or addition of vendors each week

- 2) Market tent responsibilities include:
 - a) Greeting customers and answering questions
 - b) Operation of the SNAP/EBT machine
 - c) Performing a customer count for 10 minutes each hour of the market
 - d) Displaying and distributing informational materials
 - e) Collecting customer email information
 - f) Displaying and selling BFM merchandise
 - g) Ensuring that available vendors or volunteers cover market tent responsibilities if absences far from the tent are unavoidable such as chef demo set-up and rest-room breaks
 - h) Participating in customer appreciation or reward programs outlined by the Marketing Committee

- 3) Tear down and securely store market tents, tables, chairs, chalkboard and other equipment and supplies in the on-site storage sheds beginning at the designated end time of the market
- 4) Additional Responsibilities:
 - a) Posting one or more times to Facebook highlighting available items, special events, etc
 - b) Ensure safety and cleanliness of the site before, during, and at the conclusion of each market
 - c) Bringing potential violations of vendor rules to the attention of the person/s designated by the BFM Board of Directors

- d) Keeping accurate weekly records of market activities including the customer count, vendor attendance, SNAP/EBT totals, weather and other significant conditions which could impact the customer count such as the Brookside Art Fair, the Brookside Sidewalk Sale weekend, marathons, etc.
- e) Other duties requested by the Market Manager's supervisor

Primary Non-Market Day Responsibilities

Under the direction of the Marketing Committee, the Market Manger is responsible for:

- 1) Writing and emailing a weekly newsletter, sending an email each week to solicit a write-up from each vendor; reminding vendors by email and/or phone when they have not responded by the requested deadline; and making special arrangements to collect information with vendors who do not have email access or for whom English is not their primary language. In addition to highlighting what vendors are bringing to the market each week, the newsletter should include information about festivals, chef demos and other special market activities.
- 2) Manage updates to the BFM website, keeping vendor information current, sharing information about vendors, festivals, chef demos and other special market activities, updating the calendar, pictures and other aspects as requested by the Marketing Committee, ensuring equitable representation of all vendors
- 3) Entering email addresses collected at the market tent and special events into Mail Chimp
- 4) Assembling materials for and participating in the Kansas City Food Circle Expo scheduled for March 31, 2018 (Johnson County Community College) as clarified by the Marketing Committee Chairperson.
- 5) Receiving emails from BFM website, responding if appropriate or forwarding to the Marketing Committee Chair, Vendor Committee Chair or Board President as appropriate within 24 hours of receipt of email, also sending a copy of the email to the Market Manager supervisor.
- 6) Scheduling, confirming, and promoting weekly market musicians
- 7) Scheduling, arranging KCMO Health Department permitting, promoting and confirming Chef Demonstrations for market festivals as determined by the Marketing Committee.
- 8) Designing simple handouts under the direction of the supervisor or the Vendor or Marketing Committee Chairs.
- 9) Submitting information to pertinent online and print community calendars, neighborhood newsletters, etc.
- 10) Promoting the growth of the market's Facebook, Instagram and twitter followers. Posting events, pictures, special information in close coordination with postings done by members of the Board of Directors or Marketing Committee. Posting/reposting information that features vendors and what they bring to market, ensuring equitable representation of all vendors

Under the direction of Market Manager Supervisor and in coordination with the Treasurer:

- 1) Administering Double-Up Food Bucks program including preparing weekly reports and sending scans and forms to Cultivate Kansas City. Reporting transaction data to vendors on a weekly basis. Meeting and corresponding with Cultivate Kansas City representatives, distributing flyers and program information as needed.

Expectations of the Market Manager

S/he:

- 1) Is familiar with and appreciates local organic and sustainable agriculture, food, and other products
- 2) Is reliable, friendly, self-motivated and efficient
- 3) Develops and maintain good working relationships with vendors, customers, and community members, groups and organizations providing music, cooking demonstrations or which are otherwise involved with the market.
- 4) Is comfortable and has the ability to effectively communicate with a variety of people
- 5) Has ability or can demonstrate that they can quickly come up to speed to make content changes to the market website using WordPress
- 6) Has ability or can demonstrate that they can quickly come up to speed to enter emails and update the market email template in Mail Chimp
- 7) Has demonstrated experience with Facebook, twitter and Instagram posting, boosting and advertisement
- 8) Has strong writing skills for effective email, Facebook and website communication
- 9) Works successfully with volunteers
- 10) Has strong planning and coordination skills
- 11) Is willing to work outdoors in potentially extreme weather conditions
- 12) Can safely lift and carry 50 pounds
- 13) Can successfully work independently as well as inter-dependently with others