



FRESHFARM

nourishing our food future

FRESHFARM

Position Description: Market Manager

About FRESHFARM

FRESHFARM is a non-profit that promotes sustainable agriculture and improves food access and equity in the Mid-Atlantic Region. We do this by operating producer-only farmers markets that provide vital economic opportunities to local farmers and food producers and through innovative philanthropic outreach programs that educate the public about food and related environmental issues.

Role

Market Managers are the front line of FRESHFARM at markets. Market Managers play a key role in shaping the success and growth of FRESHFARM markets and work as part of a team in a fast-paced and dynamic market environment. Managers are invested in and inspired by the success of their markets, and are responsible for executing market operations; interfacing with farmers, neighborhood partners, and customers; creating a vibrant and friendly market; and ensuring accurate reporting and use of food assistance benefits programs. The managers report to the market operations team.

ADDITION AS OF 3/27: Please note this is a part-time, seasonal, substitute position, with the possibility of transitioning into a part-time seasonal position assigned to a specific market. Your farmers market assignment(s) will be based on mutually agreed need and availability with possible addition of other full season markets as the season goes on.

Primary Responsibilities

Operations:

- Manage the day-to-day execution of assigned markets, including but not limited to: transporting equipment and supplies to market; coordinating logistics and physical setup/breakdown; administering transaction services.
- Work with senior market staff and various partners to seamlessly integrate market-based Programs (Food Access Programs - SNAP/WIC/FMNP/Matching Dollars, Chef at Market, Gleaning) into market operations and promotions. This includes leading at-market cooking demonstrations on a regular basis with the support of senior staff.
- Enforce FRESHFARM Rules & Regulations fairly and consistently with all farmers and producers, deciding if and when to involve senior staff for further action.
- Ensure the safety of everyone at market by enforcing all safety rules, keeping an eye out for hazards, and taking action as necessary.
- Ensure the market tent is presented according to brand standards and for best visual impact.

Administration & Finance:

- Ensure accurately and timely submission of market reports, coupon reimbursements, and logging of absent vendors.
- Monitor market statistics, including sales numbers, market fees, and customer counts.

Customer Service & Communication:

- Act as a liaison with farmers, ensuring effective communication and support.
- Maintain and create an extraordinary customer service experience for the public and farmers.
- Become adept at communicating FRESHFARM's purpose and mission to the public.
- Collaborate with the Communications team to develop and execute an outreach and promotion plan for market, including social media posting, market promotions, flyering, and tabling at outreach events.
- Manage volunteers at market: help to provide them a rich experience, supervise their role, and document their time.
- Create a vibrant community at market by becoming familiar with the neighborhood and population, working with community partners, and creating a welcoming environment for all.

Other:

- Identify new business opportunities for FRESHFARM and for farmers.
- Provide feedback and solutions to senior members of the team to improve the markets.
- Attend weekly Market Manager meetings and individual market meetings (frequency TBD).
- Sub for other Market Managers as needed and assist with other tasks and projects as requested.

Experience and qualifications:

- An ability to work weekends and/or evenings; a desire to work outdoors, including during inclement weather; an ability to lift 50+ pounds.
- An ability to think on your feet and demonstrated track record of being proactive and anticipating needs.
- Strong communication, problem solving, and organizational skills.
- Customer service and retail experience is preferred.
- Food and agriculture experience or education preferred. Farmers market or on-farm experience is ideal. Food safety manager certification preferred.
- Microsoft Office proficiency. Comfortable with numbers and basic excel functions.
- Foreign language aptitude, specifically Spanish and Chinese, are a plus.
- Cell phone required. Access to a vehicle preferred but not required.

Compensation: This position is part time, seasonal and hourly; pay rate \$18/hour. 8-40 hours a week based on availability and commitment.

To Apply: Send resume and cover letter to careers@freshfarm.org, applications accepted on a rolling basis. **NO CALLS, PLEASE.**