Red Wing Area Farmers Market Association

Market Manager Position Description

Reports To
The Market Manager will report to the RWAFMA Board of Directors.

Overview
The Market Manager will be responsible for organizing and administering both the weekday Farmers Market at City Hall and the Saturday Farmers Market at the Red Wing Depot for the period of May 1st through October 31st. There is the possibility of a contract extension for the months of November and December to manage the Winter Market.

The Market Manager is the primary customer service and EBT representative for the Market, so those familiar with the community are encouraged to apply. The position is seasonal with more hours needed per week depending on the time of year.

Responsibilities and Duties

- Set up and take down Market Booth, Tables, Cones, Barricades, Handwash Stations and “A-Frame” signs each Saturday before and after market.
- Operate the Market Info Booth at the Saturday Market from 8:00 AM to 1:00 PM every Saturday from June to October. Attendance every Saturday is required.
- Enforce all RWAFMA rules and guidelines. Report complaints and relevant comments to the Board.
- Collect and record vendor fees at the Saturday Market for submission to the Board Treasurer.
- Supervise vendor placement, equipment, signage, and event set up.
- Promote the Market through good public and vendor relationships.
- Coordinate marketing and outreach with Marketing Committee as needed.
- Create marketing posts on Facebook, Instagram and write up Constant Contact emails on a regular basis.
- Track Market statistics for periodic reporting to Board.
- Collect all vendor paperwork and assure that all paperwork is complete.
- Create vendor payment forms for each vendor for token reimbursement.
- Seek grants and sponsorship to ensure continued funding is in place for the Red Wing Area Farmers Market.
• Collect vendor fees from the weekday City Hall Market and maintain contact with the City Clerk on a regular basis.

• Check market mailbox regularly.

• Keep the St. James Hotel Storage room organized.

• Ensure that vendors have access to trainings for WIC, FMNP, SFMNP vouchers and EBT.

• Facilitate EBT exchange with Market customers and Market vendors.

• Maintain the Market’s EBT educational objectives.

• Complete mandated EBT reporting.

• Carry forward the Power of Produce Program (PoP).

• Report to RWAFMA Board of Directors. The manager will attend all board meetings, report on the progress of the organization, answer questions of the board members and carry out the duties described in the job description.

• The board may designate other duties as necessary.

Requirements

• Proficiency in Microsoft Excel or other means of record keeping.

• Access to transportation.

• Access to internet.

• Availability by phone.

• Clear communication skills.

• Interest in local food preferred.

• Ability to lift tents, A-frame signs, tent weights regularly.

Compensation

This is a seasonal, contracted position from May-October with a salary of $6000. This equates to $1000 per month. The Market Manager is responsible for reporting their own income. An IRS Form-1099 will be provided to the Manager at the end of the Market season. Responsibilities and Duties are estimated to take between 10 and 15 hours per week. There may be an opportunity to extend the position to November and December, if the Board decides to host a winter market.
Please submit a cover letter, expressing your interest in and qualifications for the position, together with a resume’ to:

rwfarmersmarket@gmail.com

Applications will be accepted until March 1st, 2021 with interviews to be held via Zoom the first week of March 2021.

Thank you for your interest in working with us!

Red Wing Area Farmer’s Market Board

The RWAFMA is an Equal Opportunity Employer