



St. Michaels Farmers Market Market Manager Job Description

Market Background

The mission of the St. Michaels Farmers Market (SMFM) is to promote sustainable agriculture, bring fresh local food to the center of town on a weekly basis, and to improve food access and equity for our Bay Hundred community. With its roots stretching back to 1998, the SMFM supplies thousands of customers—both residents and visitors to Talbot County—each year with healthy, locally-produced food, flowers and beverages. The SMFM also operates a unique SNAP (Supplemental Nutrition Assistance Program) matching program; sponsors a vendor gleaning program; and regularly contributes to local food pantries and community centers to further benefit and support our neighbors. Market vendors in turn rely on the SMFM and its management for their livelihood each market season.

The Market operates on a temporary basis from two adjacent parking lots located at 206 South Talbot Street, St. Michaels and is open to the public from 8:30 to 11:30 AM every Saturday, rain-or-shine, from Mid-April to Early/Mid-December. The Market (and by extension the Market Manager) is supported by a group of volunteers (often including Board members) who assist on a weekly basis (alongside the Market Manager) in setting up, operating, and breaking down the Market. The Market sponsors several fund-raising events during the year, including its well-attended Field to Shore Dinners. The Market is a registered 501(c)(3) public charity and operates on a positive cashflow basis. When operating, the Market issues a weekly full color notification to the Market's email list highlighting the vendors and seasonal products on offer that weekend. Market attendance regularly ranges between 500 and 800+ visitors per Market session. The Market's website can be found at: StMichaelsFarmersMarket.org.

Market Manager Position

The SMFM Board is seeking a well-organized and passionate person to serve as the next SMFM's Market Manager - the public face of the organization and its mission. Community is at the heart of the SMFM's endeavors, and the Manager is a critical Market representative when interfacing with a broad range of parties, including the Market's officers and directors, volunteers, customers, vendors, Government, and Town officials. The Market's approximately 30 vendors rely on the Market Manager for leadership, guidance and support throughout the year, as well as being their important voice at Board meetings. In turn, the Board relies on the Market Manager to keep the Board informed of vendor activities and to be a positive messenger for Board requests and determinations. Fostering community among SMFM volunteers, customers, and vendors is paramount to the Market Manager's success. Likewise, the Market Manager is a critical partner in the Board's goal of continuing to expand the size, scope and community contributions of the SMFM.

Seasonal Duties & Expectations

The Market Manager position offers the opportunity for a flexible work schedule, fluctuating on a weekly basis, with more time required during the Market's operating and wind up/wind down periods, and substantially less time required during its off-season. The Market Manager position is flexible enough to accommodate other work and/or academic schedules.

When the Market is in season, the Market Manager's duties and responsibilities include the following:

- Oversee and organize all Saturday Market days.
 - Confirm vendor participation in upcoming Market sessions
 - Communicate vendor information to the Market's website operator and coordinate upcoming Marketing programs with the relevant Market officers & Board sub-committees
 - Map vendor tent locations w/in the Market & notify vendors of the same via a dedicated vendor email list
 - Supervise & assist Saturday Market volunteers between the hours of 7:00 AM and Noon in setting up, operating and breaking down the Market
 - Interface with vendors & customers during Market days
 - Assist Market volunteers with tracking Market attendance
- Meet weekly with the SMFM Board President or Vice President to discuss operational details
- Assist the Board in developing new programs to enhance the visibility, sustainability and vibrance of the Market
- Participate in monthly Board meetings, including presenting a monthly report tracking customer and vendor attendance; vendor sales receipts; received donations; SNAP transactions; Market expenses; and other market data points
- Work directly with the Board's President and Treasurer regarding budgets, revenue collection and expenditures
- Liaison with Market vendors between Market sessions to identify problems, concerns, requirements, etc. and proactively work to resolve the same
- Organize and supervise ad hoc Market attendees, including musicians, other community organizations, demonstrations, etc.
- Monitor vendor compliance with Market rules & regulations
- Assist the Board in expanding and diversifying the Market's offerings by identifying & soliciting new vendors
- Work with the Market's subcommittees - Vendor, Volunteer, Marketing, Education & Outreach, and Fundraising - to set and achieve their goals
- Identify other like-minded Talbot County and St. Michaels Community Organizations to partner to expand the Market's profile and community service
- Weekly completion of revenue/attendance, and government forms
- Work with Vendor Committee for spot inspections of vendor operations to confirm conformity with Market rules & regulations

During the Market's off-season, the Market Manager's duties and responsibilities include the following:

- Meet with the Board and Market officers to plan for the upcoming Market Season
- Inspect the Market's equipment (generators, tents, signage, tables, etc.) to determine if replacements or additional equipment is required
- Continue vendor outreach to confirm which vendors will be returning to the Market
- Identify and solicit new vendors
- Work with Vendor Committee for spot inspections of vendor operations to confirm conformity with Market rules & regulations
- Attend Dept. of Agriculture Market Manager meeting, Best of Maryland Expo, and Future Harvest Convention

Qualifications

Previous experience managing or otherwise administering a farmer's market, while certainly welcomed, is not a prerequisite to this position and on-the-job mentoring/transitioning by the current Market Manager will be

provided. A background in sustainable agricultural practices, hospitality, events, communications, food insecurity, education or related fields would be especially useful skills. The following qualifications are otherwise important with any candidate:

- Excellent organizational and communication skills
- Strong customer service and conflict resolution experience
- Ability to work with diverse community stakeholders
- Ability to creatively problem solve
- Self-starter with ability to work independently and as a team player
- Proficient in Microsoft Word, Excel, QuickBooks and Google Drive, with an aptitude and willingness to learn new software
- Proficient in basic accounting skills (e.g., ability to interpret Profit & Loss statements)
- Knowledge of social media platforms (e.g., Facebook, Instagram, SMFM website/newsletter)
- Ability & willingness to undertake moderate physical labor alongside volunteers (erecting Market tents, signs, tables, chairs, etc.) associated with setting up and breaking down the Market

Compensation & Market-Provided Equipment

The Market Manager's annual compensation, commensurate with the successful candidate's experience, will be structured as 12 monthly level payments, plus expenses. The Market Manager will be provided with a dedicated cell phone and laptop for use while serving in the role.

Additional Information & Resumes

Resumes and questions from interested candidates may be directed to: SMFMMarketMgrSearch2024@Gmail.com. Interested candidates are also invited to stop by the Market tent at every Saturday Market.