**Farmers’ Market of Keene**

**Position:** Market Manager

**Anticipated starting date**: April 1, 2019

**Hours and Compensation:** Pay will be distributed monthly at a rate of $500/month. The manager is an independent contractor hired to accomplish a set of goals. The work shall be carried out in consultation with the market coordinators, membership, and Cheshire County Conservation District (CCCD). While specific work hours are not set, it is expected that the manager will be present frequently during the market's operating hours. **The contractor will be required to provide for their own office space, phone, and computer. Reliable transportation to and from the work site at the Farmers’ Market of Keene is needed.**

 **Please send resume and cover letter to Farmers’ Market of Keene, PO Box 425, Keene NH 03431 or** **keenefarmersmarket@gmail.com**

**Reports to:** The Vendor Co-Coordinators of the Farmers’ Market of Keene. Also, works with the CCCD on the Granite State Market Match (GSMM) program for approximately 50% of the position.

**The two top priorities of this position are outlined below. Though the position may include other duties deemed appropriate by the market membership and coordinators.**

**Priority #1: Market Day activities and administration**

* Ensure that signage is placed and removed before and after each market.
* Manage and staff the market information booth for each market (April through December).
* Recruit, train and supervise volunteers as needed for staffing the information booth and EBT machine.
* Ensure that you or a trained volunteer is on site to operate the credit/debit/ebt card terminal. This is approximately 48 hours/month during April-December. You are not required to be in attendance if a trained volunteer is on site and executing needed duties.
* Facilitate communications among members to ensure that the market uses its space efficiently -- if a vendor is not going to be present, make sure the space is filled whenever possible. If a vendor is unexpectedly absent, offer to help a vendor move to fill in the “missing tooth.”
* Ensure the collection of credit card and SNAP tokens at the end of the market, keep detailed ledgers/reports from each vendors.
* Ensure that GSMM data is accurately entered into the online data portal.
* Ensure the collection and account for daily vendor fees.
* Note any issues that require attention of the market membership and bring them to the coordinators’ attention for discussion and resolution.

**Priority #2: Market promotion**

* Using a mix of paid, free, traditional, and new media together with internal signage, handouts, and other effective means, build the brand of the Farmers’ Market of Keene. This includes utilizing and linking our website and facebook page.
* Write and submit a press release every week to the Monadnock Shopper.
* Manage the facebook page with current pictures, make a post before every market with vendor highlights, answer questions and give responses to customers.
* Manage the market gmail account.
* Working with market coordinators, develop a strategic marketing plan for the market.
* Forge and strengthen links between the market and interested groups, such as the Cheshire County Conservation District, Monadnock Farm and Community Coalition (MFCC), localvore movement, the downtown business community, local schools and colleges, municipal governments, etc.
* Develop promotions to encourage new customers to come to the market.
* Build relationships with human service organizations, faith-based organizations, healthcare providers, civic organizations and others, with a goal of reaching low-income populations and SNAP recipients
* Build vendor support and public participation for the GSMM program.
* Develop a customer email list and send weekly email blasts about current items available, market events, new products from vendors, etc.

**The Market Manager shall have the following competencies and skills:**

* Good communication (verbal and written) and interpersonal skills
* Volunteer management
* Demonstrated ability to work with diverse stakeholders
* Effective problem solving
* Proficiency with word processing, Microsoft excel, and social media
* Excellent time management and organizational skills
* Ability to work in a self-directed environment
* Interest in farms and supporting the local food system