

**Ortonville Michigan
Farmers' Market Manager
Job Description**

The Ortonville Farmers Market is a community market started in 2019. The market is supported by the Ortonville Downtown Development Authority (DDA). The Market will provide access to locally grown fruits, vegetables, other farm products, artisans, hand-made goods and crafts, while creating a sense of community within the Village of Ortonville and helping to revitalize the downtown district.

Supervised By: DDA Director

Supervises: No supervisory responsibility

Position Summary:

The Market Manager is a part-time position with primary responsibility being the day-to-day operations of the Farmers Market. This will include an on-site presence at the Market during all market hours, as well as off-site work during non-market hours. The Market Manager operates under supervision of the DDA Director and will report to the Board of Directors of the Ortonville DDA, who will set all market policy. In addition, the Manager will represent the Market to the market's vendors, the consumers, and to the community.

MARKET MANAGER RESPONSIBILITIES

Market Start-up

- Assist the DDA in attaining necessary licenses and permits
- Recruit and enroll vendors into the Market, based on goals and objectives of the Market
- Create & maintain a volunteer pool, establish committees, and delegate tasks
- Design the market's layout utilizing strolling market concept
- Keep records of expenses and income
- Create an annual calendar including special event dates
- Establish fundraising program and secure sponsorships
- Create and maintain a good working relationship with the vendors, and hold meetings as necessary.
- Maintain a working relationship with the Department of Public Works (DPW) to ensure that any maintenance, repairs and set-up are taken care of
- Solicit special activities and/or entertainment for Market days
- Research and implement food assistance programs
- Develop Farmers Market Tour for the Downtown Ortonville Mobile App

Daily responsibilities for running the Market

- Coordinate opening and closing of the Market
- Communicate in advance with the DPW for Market needs
- Assign vendor spaces. Assist vendors when necessary
- Enforce the Market rules & regulations
- Handle complaints and emergencies
- Secure staffing to operate Market information booth. Have them conduct customer counts each market day to assess the level of growth in market usage
- Communicate with Community Emergency Response Team (CERT) on public safety needs
- Place market and amenity signs

- Keep a daily market log
- Collect all vendor fees owed, provide receipts, and reports to the Exec Director
- Maintain database of farmers, vendors, their contact information, and any licenses or permits each vendor possesses based on the products they are selling
- Assure the Market site is clean once closed and vendors have left for the day

Communication and Networking

- Represent the Market at the Village Council meetings, and various community groups as needed
- Communicate Market policies, activities, and rules to vendors, keeping them informed throughout the season
- Contact sponsors. Follow up
- Provide emergency coverage for Market Manager position
- Report back to the DDA Board. Communicate farmers/vendors/customers suggestions and create strategic plans

Promotion and Advertising

- Create and implement an advertising and promotion strategy
- Maintain the Ortonville Farmers Market Facebook Page
- Maintain and update information on the Mobile app
- Establish an advertising budget with the DDA and arrange for media coverage

MARKET MANAGER SKILLS & QUALIFICATIONS

A Market Manager has to be a leader who possesses a complex blend of skills that are both interpersonal and organizational. Important are:

- Community Connections
- Organizational skills
- Creativity
- Communication skills
- Leadership
- Knowledge of Farmers Market Management

EXPERIENCE

The applicant should have two (2) or more years of experience in working with the public, preferably marketing, retail management, hospitality, food and beverage management, event planning, resource development or closely related field. The applicant should have proficient knowledge of Social Media and Google Apps. Volunteer supervision experience preferred. Budgeting and project management experience desired.

COMPENSATION

\$5,000 Contracted Annually - This position is a part-time, contracted position and functions primarily during a 10 month period January-October with June-October being the market season. Based on needs of the market, this position may have fewer hours per week outside the market season.

Application Process: Qualified applicants should mail or email resume, with cover letter, to – director@ortonvilledda.org by March 10, 2023 or until position is filled. They can also be dropped off at the Village Office – 476 Mill Street or mailed to Ortonville DDA PO Box 84 Ortonville, MI 48462