

Ashe County Farmers Market Market Manager Job Description

The Market Manager reports directly to the Ashe County Farmers Market (ACFM) Board of Directors and serves as liaison between the Board, vendors, customers and community organizations. The position requires on average 20 hours per week, which includes every Saturday during the market season. In addition to managing daily market operations, including market opening and closing activities, the manager troubleshoots problems or issues that may occur during Market hours; always keeping the Board apprised. The Market Manager is familiar with all market policies and works with Market vendors and customers to ensure compliance, with the support of the Board.

Knowledge, skills, and abilities

- This position requires great communication and computer skills and attention to detail with the ability to use e-mail, Excel, and Microsoft Word. Experience with Word Press and Publisher or another program used to create event flyers, market posters and announcements is preferred.
- Strong Social Media skills are important in order to build and maintain an active Market presence on Facebook and Instagram, while ensuring the Market Website remains current.
- Excellent organization and people skills with the ability to build and maintain relationships with vendors, customers and with community organizations

Primary Duties:

- Open and close the Market each Saturday during the Market season; which includes unlocking and preparing the facility, signage placement, putting up the flag, coffee preparation, bathroom stocking, and assisting vendors, as necessary, etc.
- Works with vendors on a weekly basis to track open shelter spots, assign grass space vendors to open spots and communicate space assignments prior to the market opening.
- Places orange cones outside the market every Friday for placement by West Jefferson Police Department.
- Collect, receipt and report all market fees; including daily vendor fees, coffee donations, money from t-shirt sales, etc.
- Responsible for facility maintenance; which includes keeping the facility clean along with the purchase of cleaning and bathroom supplies, coffee supplies, bottled water and other required market items.
- Maintains market vendor lists, customer e-mail list, market website and active social media presence.
- Manages and provides oversight and vendor training to ensure the Market's ongoing compliance and participation in the SNAP/EBT and FMNP Programs.
- Primary responsibility for planning and coordinating special market events.
- Works with Market President or designee to assist with Board meeting preparations.

- Writes media releases and coordinates advertising placement, with Board approval within budget constraints.
- Other duties as assigned.

Market Hours

The Market is open every Saturday from mid-April through October from 8:00 am – 1:00 pm. In addition, there are typically three Holiday Markets scheduled in the November/December timeframe.

For more information on our market please see our website at www.ashefarmersmarket.com