

**Market Manager Job Description - NEW Essex Farmers’ Market**

**2021 Market Season**

**Program Overview**

The NEW Essex Farmers’ Market is an initiative of the Eastern Baltimore County Task Force, a committee of the Chesapeake Gateway Chamber of Commerce. The market strives to further the spirit of community by providing a welcoming environment to purchase locally grown and produced products directly from those who participated in their production. It is our desire to enrich the Essex community by providing fresh, nutritious, and wholesome foods and improve our local economy by supporting our farmers and other local vendors. We wish to express our sincere thanks to Baltimore County for funding the Essex Farmers’ Market through a Commercial Revitalization Action Grant.

**Dates, Times & Location**

June 4-October 15, 2021 (Potentially extending to October 29 if desired by farmers/vendors.)

Fridays from 3:00-6:00 p.m.

Parking lot behind 501-515 Eastern Boulevard, Essex, Maryland 21221

**Position Overview**

The Eastern Baltimore County Task Force is looking for an outgoing individual interested in agriculture, food, and community to become the Market Manager for the new Essex Farmers’ Market. The Market Manager will work onsite during the market and can work remotely or at the Chamber office at other times.

The job requires working outdoors, lifting 25-30 lbs., office time and farm visits. Must be self-motivated and able to commit to a full market season. Work hours determined by completion of duties but are estimated to be 6 hours per market day and 4 hours of office work per week. Market Manager will report directly to the Chamber’s Executive Director and indirectly to the Eastern Baltimore County Task Force.

**Duties & Responsibilities**

1. Actively recruit, retain, and manage producers to expand the variety of local products for sale.
2. Create and maintain effective administrative systems and databases.
3. Assign selling spaces on a first‐come, first‐served basis, spacing out competing producers.  Vendors should keep the same space throughout the season to avoid both vendor and shopper confusion.
4. Develop and execute ideas which will bring additional shoppers to the market. Examples include entertainment, children’s activities, health promotions, cooking demonstrations, etc.
5. Advertise and promote the market weekly.  Keep local stakeholder groups informed, such as schools, marinas, community associations, businesses, the library, the office of Tourism, and others.
6. Provide onsite management of the farmers’ market as follows:
	1. Arrive prior to market vendor arrival and remain until market is closed and vendors have left.
	2. Properly place vendors in spaces, including assigning market spaces to daily vendors.
	3. Set up and maintain market information booth and promotional signage.
	4. Ensure the market is operated in a timely and efficient manner.
	5. Understand and enforce market rules and regulations.
	6. Provide excellent customer service to shoppers, farmers, producers, and volunteers.
	7. Ensure that market grounds remain clean and safe.
7. Act as liaison between farmers/producers, the community, and management.
8. Have clear emergency procedures in place for accidents, medical emergencies, safety or crime issues, severe weather, and natural disasters.

**Desired Qualifications**

* A genuine love for farmers’ markets and the products and experiences they offer.
* Proven leadership experience, including overseeing staff/volunteers and developing and accomplishing goals and objectives.
* Excellent verbal and written communication skills.
* Ability to think creatively; Strong prioritization, problem-solving and organizational skills.
* Ability to represent the Chamber to the public, authorities, and vendors with professionalism and diplomacy.
* Experience with event planning and attention to detail.
* Marketing experience
* Ability to create a variety of print and electronic communications.
* Knowledge of Microsoft Office Suite, including Word, Excel, and PowerPoint.
* Knowledge of basic first aid and CPR.

**Compensation**

Selected candidate will receive a consulting fee of $4,700 for the season, which equates to a $23/hour based on the estimated time commitment. Payments will occur on a monthly basis. Market Manager’s position is for an independent contractor and does not include benefits.

Please send resume and a brief cover letter to Sharon.kihn@chesapeakechamber.org. Valid driver’s license or identification card is required and access to a reliable vehicle is preferred. **Position will remain open until filled.**