

JOB DESCRIPTION
Lansdale Farmers' Market
Market Manager

The Lansdale Farmers' Market seeks to hire a part-time Market Manager who will bring enthusiasm and dedication to promoting and operating the farmers' market in downtown Lansdale. The Market Committee is looking for a candidate that will manage day to day operations for the market and coordinate farmer relations, community outreach, promotions, fundraising and project management. Candidates should be energetic and committed to the success of the market, which was founded in 2009. The market is held Saturdays from 9am to 1pm from June through November in downtown Lansdale, with 18 vendors from the region.

The Market Manager will implement the Market Committee's vision for the market and work with customers, food purveyors, farmers and other vendors to play a key role in maintaining and expanding market activity. The Market Manager should have 2 or more years of entrepreneurial experience, be passionate about food, local farming and agriculture, and be knowledgeable about the Lansdale community. Experience with electronic media and marketing is required. Experience with MailChimp and WordPress are highly desirable.

The Market Manager will perform the following *job responsibilities*:

- Coordinate day-to-day operations of the Market:
 - Handle opening and closing on market days (lifting up to 25lbs. may be required)
 - Staying onsite during market hours
 - Recruit vendors as needed
 - Administer leases to vendors
 - Collect rent
 - Develop budget projections
 - Authorize expenditures
 - Arrange and staff an information table at market

- Establish and maintain lines of communication with farmers and other market vendors:
 - Maintain relationships with farmers
 - Respond to vendor needs
 - Develop ways to assess standholder business
 - Coordinate training opportunities and business development assistance
 - Troubleshoot and mediate with vendors as needed

- Develop and execute a marketing and promotions plan designed to increase business at the Lansdale Farmers' Market:
 - Interface and report directly to the Market Committee on key market initiatives
 - Coordinate and attend monthly Committee meetings
 - Draft and send weekly market e-newsletter
 - Maintain and regularly update market website and social media accounts
 - Foster communications and meetings with vendors
 - Strategize to increase the market's customer base and business activity

- Represent and promote the market in the community
- Strategize to increase the market's customer base and business activity
- Coordinate market volunteers that conduct monthly children's activity and story time

Schedule/Hours:

This is a paid, part-time, year-round position for 10-15 hours per week, with more hours required during market planning months and throughout the market season. Attendance at market on Saturdays is required. Other work hours and work location are flexible.

Salary:

The Market Manager will be paid at a rate of \$15 per hour. The position is for an independent contractor and does not include benefits.

To apply, please submit a cover letter and resume to:

Lansdale Farmers' Market Committee

P.O. Box 1274

Lansdale, PA 19446

Applications accepted through ***March 1, 2011***.