

Market Manager

The market manager is responsible for the day-to-day operation of the farmers' market. The role of the market manager may vary from handling the basic operation of a market to developing the market and coordinating special activities and to handling any conflicts that may develop.

Qualifications of the Market Manager

1. Good communication skills and relates well with others
2. Good organizational skills, responsible, and capable of carrying out a variety of duties at the same time
3. Good leadership skills and the ability to guide and maintain the stability of the market
4. Is willing to accept the market manager position as their sole responsibility
5. Is advisable that the market manager not be a vendor, for the best possible direction and supervision of the market
6. Has a thorough understanding of the regulations and ordinances governing the farmers' market and the effect those rules have on the operation of the market
7. Good decision maker, with the ability to make quick, accurate decisions and stand by them
8. Reliable, punctual

Responsibilities of the Market Manager

1. Acts as the administrator of the market, exercising general supervision over the market and its activities. Keeps the operation of the farmers' market running smoothly and effectively Reports to the Board of Directors on a regular basis with financial and operational updates. Makes recommendations to the BoD as required to ensure the Farmers Market meets or exceeds vendor and customer expectations each season.
2. Interprets market rules and regulations. Makes necessary judgments and decisions if questions or concerns arise
3. Enforces all farmers' market rules, regulations, ordinances and codes
 - a. Monitors activities within the market
 - b. Ensures all market happenings comply with stated guidelines
 - c. Takes disciplinary action when necessary
4. Mediator
 - a. Settles disputes in the market
 - b. Deals with complaints
 - c. Accepts suggestions
 - d. Works to achieve equitable and fair decisions
5. Communication and information link between all facets of the market development and operation. Keeps vendors aware of market policies, activities and promotions, liaison between market and other businesses and organizations. Responds to all consumer inquiries and complaints.
6. Assigns stalls to vendors
 - a. Vendors who purchase seasonal stalls receive top consideration when making assignments
 - b. Vendors purchasing stalls on a day-to-day basis receive consideration on a first-come/first-served basis
 - c. If a vendor with a seasonally reserved stall has not arrived within a set time of the market opening, without prior notification to the market manager, that stall may be reassigned by the market manager for that market day

7. Serves as quality control person for the market. All products must comply with the food guidelines developed for the market. Only top quality products should be sold through the farmers market. Works with grower group or representative(s) to encourage an adequate quantity, quality and variety of products each market day. The market manager provides information as to which products are in high demand and/or in low supply
8. Ensures that all required forms dealing with the operation of the farmers' market are properly filled out and filed. These include vendor registration forms, fee receipts, daily market reports and "market assurance" forms in participating in the Farmers' Market Nutrition Program.
9. Arranges for someone to be responsible for the market during any absences, and gives vendors prior notice
10. Maintains a clean and attractive market at all times. Ensures that the market area is properly cleaned up at the end of the day. Enforces penalties on vendors who do not leave their stall area clean
11. Develops and prepares emergency plans. As leader of the farmers' market, the market manager should always be prepared for emergencies. It is advisable that she/he have quick access to a first-aid kit and a fire extinguisher.
12. Responsible for all matters fiscal. Prepare and follow annual budget. Approve all expenditures, ensuring they are in the approved budget or approved by the Board. Account for all forms of revenue. Prepare a timely financial statement and balance sheet for Board review and approval. Responsible for handling all market fees; seasonal and daily space fees. Collection of all fines levied.
13. Performs other duties as assigned.