

Rocky Butte Farmers Market - Market Manager Position Description

Our Mission:

Rocky Butte Farmers Market (RBFM) is a nonprofit in NE Portland, Oregon providing area residents with access to affordable, seasonal, and locally grown foods and artisan products. A primary goal of RBFM is to lower barriers to market participation for beginning, BIPOC, LGBTQ, and other under-represented vendors, and to strengthen connections within our diverse community.

The Rocky Butte Farmers Market is located and serves the Roseway, Madison South, Sumner and adjoining communities. In 2021, the market operated once/month on Saturdays at the Mannahouse Church parking lot (9200 NE Fremont). In 2022, the market will operate weekly beginning Saturday June 4 through Saturday September 23. Market hours are 9 am-1 pm. More information and history of the market can be found at <https://www.rockybuttemarket.com/>.

Purpose

The Market Manager will be the director of operations for the Rocky Butte Farmers Market. Reporting to the Board of Directors, the market manager is responsible for managing vendors, collaborating with market stakeholders, supporting volunteer coordination efforts, and overseeing other tasks relevant to running the weekly market. The position also works closely with the Board to carry out the market's goals, plans, and administrative duties.

Desired Experience and Interests

The ideal candidate can demonstrate competence and experience in many of these areas:

- An interest and passion for food, agriculture, local business, and/or farmers markets.
- Outstanding communications skills with market stakeholders including vendors, customers, organizational partners, and volunteers.
- Experience working with oppressed and underrepresented groups, such as Black, Brown, Native American, Immigrant, LGBTQ, and Low Income people.
- A friendly, courteous, and consistent manner in all dealings with the farmers market stakeholders and the general public.
- Proof of certification from the Farmers Market Certification Program/or similar program **OR** a commitment to enroll in the next available course **OR** demonstrated equivalent market manager experience such as people management, community and volunteer organizing, and communications.

- Confidence and experience using programs such as Slack, Hubspot (or other CRM platforms), and Marketspread (or other event management platforms).
- Excellent time management and organizational skills, as demonstrated by being on time, the ability to set and meet deadlines, use a calendar, task list, and folder systems to manage productivity. Has experience facilitating meetings, creating agendas and managing group dynamics.
- Experience working collaboratively with volunteers of all ages and abilities.
- Ability to direct the set up of tables, tents and other market equipment. Ability to traverse the market during market hours.
- Experience managing and holding space when conflict arises.
- Familiarity with farmers market organizational structures, Multnomah County food safety regulations, and safe food handling practices.
- A current certification in First Aid and CPR or a willingness to receive training.
- Experience managing, co-managing, or serving in a leadership role in operating a farmers market.

Duties and Responsibilities:

1. **Board-Management Relations.** Develops a reporting process in collaboration with Board and core volunteers to assess the state of the market, as well as projects being worked on (SNAP, music, youth and family programming) and progress on those projects. Attend Market meetings as required.
2. **Vendor Relations.** Serves as lead manager of vendor relations and communications before, during and between markets. Operates the market in accordance with policies outlined in the Vendor Handbook.
3. **Dispute Resolution.** Is responsible for mediating disputes between vendors or between vendors and customers.
4. **Record Keeping.** Works with the Board and core volunteers to develop and implement a process for collecting vendor fees. Maintains accurate and complete records on the market and vendors throughout the year using agreed-upon software. Ensures that all applicable licenses, permits, and insurances are filed with the market's record keeping system, and relevant agencies.
5. **Vendor Recruitment, Selection and Retention.** Works with the Board and core volunteers to select vendors for the market. Ensures all new and returning vendors complete an application form on Marketspread. Holds vendor information meetings at

least once per year and as issues arise throughout the market season. Is available to answer questions and respond to vendor needs as they arise. Does not set prices, but provides information useful to farmers needing to determine fair prices.

6. **Communications and Market Promotion.** Represents the market in meetings with external stakeholders, building positive community relations. Communicates respectfully with vendors, board members, sponsors, inspectors and other stakeholders. Work with the Board to identify and fulfill signage needs. In conjunction with the Board and core volunteers, develops and implements special events for the market. Responds to market inquiries in a timely manner.
7. **Market Set-Up and Take-Down.** Ensures booths are allocated each week in compliance with market policy. Arrives at the market before the market opens to the public in order to meet with volunteers, mark out booth spaces and to greet vendors when they arrive to set up their booths. Is visible and accessible to vendors, volunteers and customers during the market day. Prior to leaving the market at the end of the market day, ensures the market area is clean and meets all the requirements laid out in the market space user agreement.
8. **Emergency Procedures.** Works with the Board and core volunteers to develop and practice emergency procedures for accidents, medical emergencies, safety or crime issues, severe weather, or natural disasters. Establishes a chain of command and a phone tree in case communication is compromised by power outages or evacuations. Has quick access to a first aid kit and a fire extinguisher.
9. **Market Evaluation.** Continually evaluates the market's strengths and weaknesses, and communicates concerns to the Board and core volunteer group in a timely manner. Conducts periodic surveys, both formal and informal, to assess customer opinions and satisfaction with the market. Requests input from vendors and others to improve the market.
<https://drive.google.com/file/d/11HMdHdOBpVsGlfYMfkO5rTo6zwhNx7KD/view>
10. **Market Strategy for Growth.** Works with the Board and core volunteers to review, update, or create strategies for future growth, and create partnerships with other organizations.

Compensation and Benefits

The Market Manager position is currently listed as seasonal & part-time with potential to evolve

into a full-time year-round position depending on fundraising by the Market Board and core volunteers. Compensation is \$20/hr and the position is 20 hours per week May through October 2022. Paid time off is negotiable. Professional development training and support are available through the Oregon Farmers Market Association and other potential opportunities identified by the Board, core volunteers and Market Manager. The manager may set their own schedule with required attendance at all markets per #7 above.