



## **HOPEWELL FARMERS MARKET: MARKET & MERCHANT MANAGER**

### **JOB DESCRIPTION**

The Hopewell Downtown Partnership (HDP) is recruiting a Farmers Market and Merchant Manager to coordinate its weekly, seasonal farmers market and support small-scale producers and agri-businesses year-round as part of a broader revitalization movement taking place in the Downtown area.

This position provides a unique opportunity for a leader to guide the Hopewell Farmers Market through continued growth by a) increasing access to healthy, locally-sourced foods and b) designing programs to support existing vendors and small-scale producers and recruit new vendors, and c) attracting residents and tourists with diverse backgrounds to Downtown.

The Manager will manage day-to-day operations of the Market; assist with community outreach, promotions, and fundraising; and generally implement the organization's vision for the market, working with staff, customers, farmers, volunteers, and other stakeholders who play a key role in maintaining and expanding market activity, supporting small-scale production and agri-business ventures in Downtown Hopewell, and empowering Hopewell's residents to live healthier lives through educational programming.

As the Manager, you will have an exciting opportunity to think creatively, develop an equitable organizational strategy, and impact our local food and business ecosystems. Community is at the heart of what we do at the Hopewell Downtown Partnership and we're looking for someone as passionate as we are about Hopewell. The ideal candidate will be interested in assisting us with eventually spinning-off our food systems work into a separate or stand-alone entity within the next 2-3 years.

- Serve as the outward face of the Hopewell Farmers Market in working with community partners, donors such as large health institutions, foundations, corporations, food access advocacy organizations, public officials, business owners, and other constituencies such to improve socio-economic well-being in Hopewell
- Coordinate opening and closing of the market including setting up the Farmers Market Manager's table, providing information for customers, and handling SNAP/EBT transactions.
- Ensure that the Hopewell Farmers Market remains sustainable with access to human, financial, and agricultural resources.
- Work with the Hopewell Downtown Partnership Board to develop and execute a strategic direction for the Hopewell Farmers Market that increases its impact in Hopewell.
- Assemble an advisory board/steering committee to support and guide a strategic planning process around the future of the Hopewell Farmers Market.
- Support operations of local producers who are connected to the market and expressing a desire to scale-up into a pop-up, existing retail store, or brick-and-mortar space.

## MARKET DUTIES AND RESPONSIBILITIES

- Recruit and select vendors in accordance with product quality and assessed market needs for a consistent and diverse supply of products.
- Retain vendors by being visible and accessible to both vendors and customers and maintaining regular communications.
- Process vendor applications, connect vendors to appropriate city and county officials and health department, assign vendor spaces, assess and collect registration fees etc.
- Put up and take down signs in compliance with Hopewell City event protocol
- Uphold strict market standards for vendors and customers (including food safety, COVID protocols, rules and regulations, etc.) and enforcing rules and regulations.
- Coordinate and promote special activities with partners and funders such as cooking demonstrations and nutrition education and themed-markets during, for example, National Farmers Market Week or July 4th, that will increase foot traffic to Downtown.
- Train, schedule, and supervise volunteers and interns.
- Deliver top-notch service to customers and vendors and take responsibility for the market's general appearance and cleanliness
- Respond to phone, email and social media inquiries in a timely manner.
- Generate weekly social media and newsletter content and organize media campaigns
- Develop and disburse promotional materials (signs, banners, brochures) and draft press releases for media coverage.
- Conduct periodic surveys to assess customer and vendor opinions and satisfaction and use input to improve the market.

## RESOURCE DEVELOPMENT & ADMINISTRATION

- Drafting and reviewing budgets with HDP Director and Board
- Drafting and implementing a fundraising strategy for the Hopewell Farmers Market and associated ventures in partnership with the HDP Director and Board
- Prepare and submit reports to funders in adherence with reporting requirements
- Manage SNAP/VFM logs, reimbursements in adherence with reporting requirements
- Securing necessary permits and licenses (City, Health Department etc) and ensuring market compliance with relevant regulations and codes
- Keep a daily market log and maintain accurate financial procedures (transactions, cash flow, fee collection, sales, EBT terminal)
- Inform HDP of project accomplishments, set-backs, and needs.
- Making sure all vendor contracts, waivers, and records are completed properly and maintained.

## PHYSICAL & ENVIRONMENTAL DEMANDS

The physical demands/conditions described below are representative of those that must be met/tolerated by an employee to successfully perform the essential functions of this job.

Reasonable accommodations may be made to enable individuals with disabilities to perform these essential functions.

- Sitting at a desk and working on a computer for sometimes long and continuous periods of time
- Answering or making calls on the telephone for sometimes long and continuous periods of time
- Frequent standing, walking, reaching, and stooping during events
- Lifting up to 40 lbs.
- Exposure to low to moderate noise level and willingness to work in the elements (rain, wind, snow, heat)

#### DESIRED EDUCATION & WORK EXPERIENCE

- Examples of relevant degrees include: Business, Agriculture, Urban Ag, Public Health, Community Health or Communications, Recreation and Leisure or Hospitality, Studies, Food Science, Food Marketing, Environmental Sustainability. \*Not required.
- 3-5 years of experience in field OR 5 years of progressively responsible experience in related field
- Some experience with farmers market management and/or event production or interest in promoting local, producer-only foods and agriculture.
- Grant writing and/or fundraising experience
- Proficiency in MS Office, including Word, Excel, and Outlook and a willingness to learn new software applications such as 'Manage My Market'.
- Working knowledge of all standard office equipment
- Strong social media skills are important in order to build and maintain an active market presence on Facebook and Instagram, while also ensuring the market webpage remains current.

**COMPENSATION - Grant funded position with support from the John Randolph Foundation and the HCA Healthcare Foundation. Funds may or may not be available year to year but there is also an opportunity to increase your salary through the obtainment of additional funds.**

- This is a salaried position with an annual salary of \$40,000/Gross of \$36,448 with tax withholdings approximately 30-40 hours/week.
- Benefits include two weeks accrued time off (plus the weeks between December 12th and January 1st), flexible work schedule, brand new office space, self-management with encouraging supervision, share of produce or other arrangement possible, and the opportunity to work with an engaged and supportive staff, Board, and business community. The Market Manager will attend an online Market Manager Certification Course (paid by HDP) by VAMFA or similar organization.
- This position will require weekend, evening work, and/or working on holidays.

*Holidays: This position will be expected to work on paid holidays if they fall on a market day (Memorial Day, Juneteenth, July 4th, Labor day) however, they will be able to take a day off the week of a holiday to compensate for working on a paid holiday.*

***\*\*COVID-19 Vaccination or Weekly Testing Required.***

Employees must provide proof of either the second dose of the Pfizer or Moderna COVID-19 vaccine, or the one dose of the Johnson & Johnson COVID-19 vaccine within 30 days of hire. Employees who opt out of getting the vaccine will need to get tested regularly.

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**TO APPLY**

Please send:

- A resume or other summary of qualifications and experience
- A personal statement that helps the search committee understand your commitment to food access and racial equity

Please send materials and questions to [heather@hopewelldowntown.com](mailto:heather@hopewelldowntown.com) with "Farmers Market & Merchant Manager" in the subject line. For best consideration, information should be received by March 30th, 2022.

Incumbents must demonstrate the ability to follow policies and procedures as established in the HDP Employee Handbook.

*The Hopewell Downtown Partnership does not discriminate on the basis of race, ethnicity, religion, gender, gender identity, or sexual orientation. The position will remain open until filled.*