



DOWNTOWN HOPEWELL: Hopewell Farmers Market Manager

JOB DESCRIPTION

The Hopewell Downtown Partnership (HDP) is recruiting a retail professional with agriculture or culinary experience to manage and coordinate its weekly, seasonal farmers market and support small-scale producers and agribusiness start-ups as part of a broader revitalization movement taking place in Downtown Hopewell.

This position provides a unique opportunity for a leader to guide the Hopewell Farmers Market through continued growth by a) supporting, recruiting and retaining vendors for the Hopewell Farmers Market and other HDP events b) attracting residents and tourists with diverse backgrounds to gather, shop and explore Downtown c) creating job pipelines in relation to local food production, the culinary arts and agribusiness d) engaging community members and youth in food production and the culinary arts and e) improving access to healthy, locally-sourced foods and providing nutritional education opportunities.

As the Manager, you will have an exciting opportunity to think creatively, develop a strategic plan for the market and other HDP events, and impact our local public health, food and business scenes. 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 spinning-off the Hopewell Farmers Market into a separate or stand-alone entity within the next 2-3 years.

OVERVIEW

- 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 constituents
- Coordinate market operations including setup and breakdown of the Info Booth, assisting vendors and collecting vendor fees, providing info to customers, handling SNAP/EBT and Virginia Fresh Match (VFM) transactions and basic accounting.
- 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.
- Work with the HDP Board to develop and execute a strategic direction for the Hopewell Farmers Market that increases its impact in Hopewell.
- Assemble a community advisory/steering committee with HDP Director to engage the public in strategic planning around the Hopewell Farmers Market.
- Ensure that the Hopewell Farmers Market is operating sustainably in regards to human, financial, and agricultural resources
- Assist HDP Director with other special events in Downtown

MARKET & EVENT DUTIES AND RESPONSIBILITIES

- Deliver top-notch service to customers and vendors and take responsibility for the market's general appearance and cleanliness
- Recruit and select vendors in accordance with product quality and assessed event needs for a consistent and diverse supply of products.
- Process vendor applications and connect vendors to appropriate city and county officials like the Business License Specialist and the Health Department
- Design site maps, assign vendor spaces, assess and collect vendor fees etc.
- Uphold strict 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 local partners and funders like cooking demonstrations with nutritional education, and themed-markets during National Farmers Market Week or July 4th, for example, that will increase foot traffic to Downtown.
- Train, schedule, and supervise volunteers and interns.
- 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.
- Visit other markets and attend conferences to learn and maintain best practices

RESOURCE DEVELOPMENT & ADMINISTRATION

- Draft and review budgets with the HDP Director and Board and handle basic accounting.
- Draft and implement a fundraising strategy for the Hopewell Farmers Market 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
- Secure necessary permits and licenses (City, Health Department etc) and ensuring market compliance with relevant regulations and codes
- Keep day-of-event records and follow set financial procedures (transaction receipts, petty cash, fee collection, deposits)
- Inform HDP of project accomplishments, set-backs, and needs.
- Maintain vendor contacts and records and ensure waivers are signed annually

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, Public Health, Community Health or Communications, Recreation and Leisure or Hospitality, Studies, Retail, Food Marketing, Environmental Science. **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 preferred
- 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

COMPENSATION - Grant funded position with support from the John Randolph Foundation and the Cameron 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 off), 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 & Retail 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.



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HIRE DATE:

START DATE:

Hopewell Downtown Partnership, *Director*
106 N Main St
Hopewell, VA

Date

_____, ***Manager***

Date

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.