



DOWNTOWN HOPEWELL: Hopewell Farmers Market Manager

****Immediate Opening****

JOB DESCRIPTION

The Hopewell Downtown Partnership (HDP) is recruiting a professional with market management, retail, agriculture, or culinary experience to manage and coordinate its VAFMA Gold-Certified Hopewell Farmers Market (HFM) as part of a broader revitalization movement taking place in Downtown Hopewell.

This position provides a unique opportunity for a leader to guide the weekly, seasonal 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) engaging community members and youth in food production and the culinary arts and d) 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.

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 general market operations, which includes Pop Club, Wonder City Stage music venue, and Cook the Rainbow cooking demonstration program.
- Support operations of local producers who are connected to the market by providing them with resources, including mini-grants, training, and information.
- Work with the HDP Board to execute the Hopewell Farmers Market's Strategic Plan that increases its impact in Hopewell.
- Oversee the Friends of the Hopewell Farmers Market advisory committee 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 through its Greenmarket Program.
- Assist HDP Director with other special events in Downtown, as needed.

MARKET & EVENT DUTIES AND RESPONSIBILITIES

- Deliver top-notch service to customers and vendors and take responsibility for the market's general appearance, cleanliness, safety, performance, and success.
- Recruit and select vendors in accordance with product quality, market's needs for a consistent and diverse supply of products centered around homegrown and homemade within Food Origin Radius.
- Process vendor applications and vet vendors for compliance with licenses, permits, and food safety laws in accordance with VAFMA Gold-Certification standards.
- Uphold strict standards for vendors, including food safety and fire safety, as well as enforcing rules and regulations through routine inspections.
- Design site maps, assign vendor spaces, assess and collect vendor fees, etc.
- Coordinate and promote special activities and themed-markets, such National Farmers Market Week, holiday markets, or markets celebrating market ingredients, for example, which will increase foot traffic to Downtown.
- Recruit, train, schedule, and supervise volunteers, interns, and staff.
- 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 and report to the HDP Board and VAFMA.
- Attend conferences and VAFMA trainings 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, such as the market's sponsorship program.
- Prepare and submit reports to the HDP Director and Board and any funders.
- Manage SNAP/VFM logs and reimbursements in adherence with reporting requirements.
- Secure necessary permits and licenses (City, Health Department, etc) and ensure market compliance with relevant regulations and codes.
- Keep Market Day records, follow set financial procedures (transaction receipts, petty cash, fee collection, deposits), and maintain Manage My Market account.
- Inform HDP of project accomplishments, set-backs, and needs.

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 75 lbs.
- Exposure to low to moderate noise level and willingness to work in the elements (rain, wind, snow, heat).

DESIRED EDUCATION & WORK EXPERIENCE

- VAFMA Certified Farmers Market Manager preferred.
- Examples of relevant degrees include **Not required:* Agriculture, Business, Community Health or Communications, Culinary Arts, Environmental Science, Public Health, or Retail.
- 1-3 years of farmers market management experience OR 5 years of progressively responsible experience in related fields.
- First Aid, AED, and CPR certification preferred.
- Servsafe Food Protection Manager certificate preferred.
- 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 - Note: Grant funded position. 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 for experienced Farmers Market Managers with VAFMA Farmers Market Manager Certification. 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, and the opportunity to work with an engaged and supportive staff, Board, and business community. 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.

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.

To Apply:

Please send the following materials and questions to hopewellfarmersmarket@gmail.com with "Farmers Market Manager Application" in the subject line. For best consideration, information should be received by Friday, July 12, 2024.

- A cover letter
- A resume, including references