



## **North Iowa Farmers Market Market Manager Job Description**

The Market Manager is the “go-to” person for vendors and consumers during market hours and acts as the North Iowa Farmers Market (NIFM) representative on site. NIFM hours are 4:00 p.m. - 6:00 p.m. on Tuesdays and Fridays, mid-May to end of October. Market Manager responsibilities include:

- Assist with market setup/tear down as outlined below:
  - Arrive at market early to greet vendors and be available during setup.
  - Put cones/barricades into place and return them to the barn at market close.
  - Place all signage prior to market opening and remove at market close.
  - Set-up and break-down tables, canopies and chairs.
  - Set-up and break-down the community tent, including NIFM information, recipes, etc.
  - Fill water cooler and place in community tent along with cups and trash can.
  - Coordinate short term vendor stall assignments and adjust stall layout/assignments as necessary in the case of a parked car or other obstacle.
  - Respond to vendor questions and ask the NIFM Board for clarification if needed
  - Resolve any disputes that may arise between vendors, consumers, and the community.
    - Involve the NIFM Board as needed to help resolve issues.
  - Ensure that the market area is clear and free of debris after market close, and dispose of any trash as necessary.
- Maintain open communication with the NIFM Board and attend board meetings to offer updates, and serve as a liaison between vendors and the NIFM Board to maintain a free flow of information and transparency.
- Distribute NIFM Rules and Regulations and Vendor Applications upon inquiry from new or returning vendors.
- Collect completed applications, insurance certificates, and payment from vendors who come directly to the market.
- Recruit new vendors when possible. The Board will primarily be tasked with soliciting and approving vendors.
- Assign vendor stalls as necessary (coordinate with board as needed).
- Maintain a good understanding of all NIFM, local, and state rules and regulations in order to monitor compliance and report any concerns or violations to the NIFM Board.
- Keep a log of received funds and information, and report back to the finance representative. Deposit funds into the NIFM checking account with approval of an authorized financial representative.
- Manage NIFM email account and respond to inquiries promptly.
- Implement a social media and marketing approach that includes the following elements:
  - Identify target customers and develop an engagement strategy.
  - Develop relevant content topics to reach the target customer.
  - Monitor, listen, and respond to social media users in a timely manner (with assistance from board members)
  - Conduct online advocacy for the local food movement and identify opportunities for cross-promotions.

- Identify and expand community influencer network.
- Create, budget for, and implement a social media content calendar to manage content and plan specific, timely marketing campaigns. The social media calendar should leverage the various platforms to promote high-quality, relevant content and increase the audience reach of the NIFM web page, Facebook page and Instagram.
- With the assistance of the NIFM Board, monitor user-generated content regarding the NIFM; respond in an appropriate manner; proactively capture happy, loyal customer online reviews and comments, and; report notable threats to the NIFM Board.
- Create and distribute news releases.
- Organize and assist with special market events and activities at the direction of the NIFM Board.
- Recruit and direct volunteers to assist with the market.

NIFM Board requests a two week notice for absences; contracted staff is responsible for finding board coverage for absence. Any absence will be unpaid. Board requests three absences for the market season.