



Special Events & Kalamazoo Farmers Market Manager

Created: 5/22/19 by Chris Dilley

Goals: The goal of this role is to maintain and execute special events, including Kalamazoo Farmers' Market, to support PFC's Ends. This role is expected to activate spaces at the store, the KFM facility and in the community to engage the community in our goal.

Central to this expectation is a fully functioning Kalamazoo Farmer's Market, an event that attracts and keeps shoppers engaged, while supporting thriving vendors by removing barriers to success and holding them to a consistent standard

Schedule: Full time: 40 hours per week
Pay Scale: Tier 3, hourly
Supervisor: Marketing Manager

Responsibilities:

Duties include but are not limited to:

- **General Management**
 - Advise in hiring employees for the market
 - Take the lead in training new market staff
 - Keep/update training materials for market staff
 - Work with the Marketing Manager to create and update operation and safety procedures
 - Ensure market staff members uphold PFC policies
 - Anticipate and stay informed of safety concerns affecting staff/volunteers

- **Market Operations**
 - Ensure smooth market operation
 - Ensure the market is kept clean, tidy and organized (this includes light janitorial duties, bathrooms, and cleanliness of grounds)
 - Establish and maintain excellent relationships with vendors through good communication including vendor meetings and vendor email updates
 - Ensure that the market is comprised of vendors that meet market criteria and that those criteria are clearly communicated. As vacancy occurs, act promptly to secure a new, qualified tenant
 - Issue and collect signed participation contracts, establish rates, invoice vendors, and collect all fees
 - Facilitate Food Assistance Currencies and coordinate vendor reimbursement
 - Guarantee adherence to state and federal food safety rules and regulations
 - Advocate to City of Kalamazoo and Marketing Manager any safety concerns related to the site
 - Work with volunteers to accomplish tasks and maintain a good environment

- Communicate productivity, staffing or training issues, system improvement needs, and other relevant information to Marketing Manager in a timely, thorough and professional way
- Support promotion of KFM via in person, web site, email, blog, printed materials, etc.
- Maintain Market Metrics via MIFMA
- **Event Coordination**
 - Ensure successful programs and present new programs for promotion of PFC
 - Activate Front Porch, KFM site, or other locations in ways that support PFC Ends and sales including Taste of the Market, music, Night Markets, community booths, etc.
 - Engage local community enthusiastically to connect them to PFC programming
- **Customer/vendor service**
 - Model exceptional customer service.
 - Actively seek and use customer/vendor suggestions and complaints to ensure needs of customers/vendors are being met

Minimum Qualifications

- Ability to lift up to 50 lbs. on a regular basis
- Outstanding customer service
- Knowledge of food safety
- Excellent organizational skills
- Strong written and verbal communication skills with an emphasis on listening
- Ability to work independently within a team
- Basic math skills
- Excellent interpersonal skills
- Vendor management skills

Preferred Qualifications

- Food service and farming experience
- Understanding of challenges confronting small farmers
- Considerable knowledge of farmer's market operation
- Completion of MIFMA market manager certification (required within role)