



# BURLINGTON FARMERS' MARKET

## BURLINGTON FARMERS' MARKET MANAGER

## OPERATIONS

### Organization Mission

The Burlington Farmers' Market shall exist for the purpose of providing a direct marketing outlet for Vermont farmers and food and craft artisans; that being a primarily agricultural market with emphasis on consumers having an authentic experience meeting the producers face to face.

### General Description

The Market Manager, under general direction from the Steering Committee, has day-to-day responsibility for the successful operation of the farmers' markets. This is a part time salaried job, it is expected that the Manager will be at the Market on all Market days for the season, other hours are flexible, as required to accomplish the required tasks in a timely manner. Market dates are the second Saturday in May to the last Saturday in October for the Summer Season and pre-scheduled Saturdays from November to April for the Winter Season.

### Major Duties and Responsibilities

1. Market Operations Management – Manages the Market by coordinating and overseeing day-to-day operations. This includes, but is not limited to, the assignment of locations for vendors, contractors and community groups; the logistics of setup/break down; the management of staff; the management of the Manager's Tent; interfacing with the public and the vendors; resolution of conflicts or problems that may arise; and the collection, control and documentation of fees.
2. Vendor & Contractor Relations – Develops and manages relationships with vendors and contractors, ensuring timely communications and resolution of issues or problems; monitors merchants operations and ensures compliance to Market rules and agreements. Solicits additional vendors/contractors as needed, screens applications and monitors quality of products and presentation. Provides orientation and training to new vendors and offers ongoing coaching to help ensure vendors' success.
3. Market Promotion – Interacts with the public at the Market and monitors and ensures the Market's attractiveness and appeal. Tracks customer numbers and sales and works with the Steering Committee to develop and implement strategies to enhance Market quality and increase total sales. Develops recommendations to enhance the Market and promotes BFM in a positive, professional manner. Models and promotes collaborative and respectful communications and relationships.
4. Staff Management - Within established personnel policies; hires, evaluates, develops and supervises Market staff. Provides initial training and ongoing coaching/training as needed.
5. Planning – Works with and provides input to the Steering Committee in the development of business plans and work programs. Prepares reports and keeps the Steering Committee informed regarding the status of the Market and progress toward established goals.



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**6. Financial Planning & Management – Works with and provides input to the Steering Committee in annual budget development. Monitors and controls the budget for the Market, manages resources within the constraints of the budget and long-range business plans and ensures compliance with financial controls.**

**7. Other Duties - Performs other duties as assigned from time to time by the Steering Committee.**

**Reporting Relationships**

**Reports to: Steering Committee**

**Burlington Market Operations Manager supervises the following positions: Assistant Market Manager, Market Assistant, Booth Sitter, Traffic Control, and Contractors (Face Painter and Entertainment)**