



## Southwest Edmonton Farmers' Market (SWEFM) Market Manager Position Description

The SWEFM is not only a place to buy and sell fresh, healthy, local foods; it also provides opportunities for collaboration between residents, vendors, volunteers, and local businesses and organizations, connecting people with their community, food producers, and the land that surrounds them.

Reporting to the Chair of the SWEFM Steering Committee the Market Manager is the on-site person in charge at the market who builds and maintains positive relationships with vendors, community partners, and shoppers to create a safe and vibrant gathering place where vendors can prosper. The Market Manager will be passionate about local food and have a genuine love for farmers' markets and the products and experiences they offer.

This position is part-time all year round and requires the incumbent to attend all markets (21 Wednesdays in 2023), with varied hours throughout the year depending on the requirements of the season (ranging from 10 – 25 hours per week from February to October and an average of 3 – 5 hours per month from October through January). The Farmers' Market is an evolving entity, and some responsibilities might change with time depending upon the needs of the Steering Committee, vendors and customers.

### Key Areas of Responsibility:

- **Site Management and Logistics** - coordinate and oversee all aspects of market operations from setup to breakdown; direct safe traffic of vehicles operating on and around market site, ensuring safety and accessibility; maintain a clean site with trash removal; ensure all necessary equipment/supplies are transported to the site and are in good working order; enforce regular hours of operation.
- **Vendor Recruitment, Selection and Retention** – determine the optimal market mix of vendors facilitating full and diverse market product mix; review applications and create the vendor list and schedule for the season and assign stalls; collect fees; maintain supportive relationships and communication with vendors and be familiar with their products and practices; conduct vendor information meetings; ensure vendor compliance with all market regulations enforcing required permits, licenses, or standards of produce and goods; manage *MarketWurks*, the online vendor management system; actively recruit new vendors.
- **Customer Relations** - Assist customers and vendors in a friendly and positive manner; promote positive relationships by addressing complaints/issues during market operation, exercising diplomatic conflict resolution; identify key vendor needs that may be addressed through policies, and other support services and communicate this information to the Steering Committee.
- **Teamwork & Leadership** - lead and cultivate a team environment to communicate ideas, identify potential problems, provide feedback and offer creative solutions; recruit and supervise hourly employees and volunteers providing guidance and direction regarding customer service, market logistics and compliance; identify and train new potential market managers when appropriate.
- **Promotions, Marketing & Social Media** – promote the market and its' programs through advertising, banners, signage, radio spots, and free coverage in local newspapers;

contribute content for the SWEFM website and social media platforms; conceive and organize special events.

- **Workplace Safety** - Maintain a safe work environment, ensuring emergency and safety protocols are observed and followed on market grounds; understand and enact established procedures for accidents, medical emergencies, safety or crime issues, severe weather, or natural disasters.
- **Administrative** – serve as an Ex Officio member on the SWEFM Steering Committee and attend monthly meetings to provide relevant data on market operations, feedback from customer and vendor surveys, and make recommendations about reviewing, updating or creating market rules; ensure the market is compliant with all relevant legislative and regulatory policies and procedures, filing all necessary licenses, permits, insurances and paperwork with the relevant agencies; conduct annual customer and vendor surveys to evaluate the markets' strengths and weaknesses and identify areas of improvement; identify opportunities to be more efficient with equipment and resources; help develop new initiatives to support the strategic direction of the market; maintain accurate records & documentation on SWEFM's Google Drive; regularly update the SWEFM website; monitor the market's Gmail and respond in a timely manner to all inquiries about the market.

#### **Position Requirements:**

This is a physical, public facing, outdoor job and working conditions include but are not limited to rain, heat, freezing temperatures and wind. The requirements listed below are representative of the knowledge, skill sets, and abilities necessary to be successful in this position.

- Proven leadership experience including providing staff oversight, mentoring and development, and establishing goals and objectives.
- Excellent oral and written communication, interpersonal, problem-solving, conflict resolution and organizational skills.
- Ability to work in a fast-paced environment under time constraints, managing multiple projects and deadlines while maintaining attention to detail.
- Self-directed but able to work collectively as a team player.
- Computer literacy including strength with Word, Excel, Gmail, Google Docs, Google Drive and skill with social media platforms.
- Ability to remain calm and to enforce rules assertively and respectfully as needed.
- Experience with event planning and execution.
- Must possess a valid driver's license and reliable means of personal transportation.
- **Physical Demands:** capacity to lift and carry 25-30 lbs; frequent standing, walking, bending, twisting, and reaching.

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**Submit applications, complete with a resume and cover letter, to:**  
**swefm.manager@gmail.com**

**Application deadline: February 28, 2023**