



Historic Manassas Farmers Market

Market Manager Job Description

****Immediate Opening****

Market Background

Established in 1987, the Historic Manassas Farmers Market (HMFM) is a Virginia Farmers Market Association (VAFMA) Gold-Certified, not-for-profit market operated by Historic Manassas, Inc. (HMI), a 501(c)(3) charitable nonprofit organization. The mission of HMFM is to provide residents with access to fresh, locally grown products and serve as a small business incubator and a space for community gatherings. The HMFM also participates in a SNAP (Supplemental Nutrition Assistance Program) matching program and the Senior & WIC Farmers' Market Nutrition Program (S/FMNP).

The market operates outdoors year-round, rain or shine, and is open to the public from 8:00 AM to 1:00 PM on Thursdays at the Harris Pavilion from mid-April to October and on Saturdays at the Prince William Street Parking Lot from mid-January to mid-November. Market attendance regularly ranges between 500 and 2,500+ visitors per Market day. The Market's website can be found at: HistoricManassas.org.

Market Manager Position

The HMI Board is searching for a well-organized and passionate individual with experience in market management, retail, agriculture, or culinary fields to oversee the HMFM. Working under the supervision of the Events & Vendor Coordinator, the Market Manager serves as the public face of the HMFM and is crucial to the market's ongoing success and expansion.

The Market Manager plays a vital role in providing leadership, guidance, and support to the market's 100+ vendors throughout the year. As community engagement is central to HMI's mission, nurturing a sense of community among HMFM volunteers, customers, and vendors is pivotal to the Market Manager's success. This role offers a unique opportunity to work outdoors, engage with people of all ages, promote regional agriculture and tourism, and contribute to the broader revitalization efforts in Historic Downtown Manassas.

Market & Event Duties and Responsibilities

- 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 Market 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 as National Farmers Market Week, holiday markets, Community Preparedness Day, Pop Club, cooking demonstrations and other activities that 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 bimonthly newsletter content and organize media campaigns.
- Develop and disburse promotional materials (signs, banners, brochures).
- Deliver top-notch service to customers and vendors and take responsibility for the market's general appearance, cleanliness, safety, performance, and success.
- Conduct periodic surveys to assess customer and vendor opinions and satisfaction and use input to improve the market and report to the HMI Board and VAFMA.
- Attend webinars, conferences, and trainings to learn and maintain best practices.
- Develop partnerships with community organizations to have in Market's Community Row
- Oversee, organize, and attend all Thursday and Saturday Market days
 - Confirm vendor participation in upcoming Market dates via MarketSpread and email.
 - Organize and supervise ad hoc Market attendees, including drop-in vendors, Community Row participants, musicians, demonstrations, etc.
 - Communicate information to HMI Web team to keep website updated.
 - Mark vendor tent locations w/in the Market & keep updated throughout the season
 - Open and close the Market each week during the market season, which includes unlocking and preparing the facility, signage placement, traffic cones, and assisting vendors as necessary.
 - Interface with vendors & customers during Market days.
 - Keep Market Day Records of vendor attendance, adherence to rules, customer attendance.
- Overseeing operation of the Market Information booth.
- Meet weekly with the Events & Vendor Coordinator to discuss operational details, project accomplishments, setbacks, and needs.
- Assists the Events and Vendor Coordinator with other special events in Downtown, as needed.
- Assist the Events & Vendor Coordinator in developing new programs to enhance the visibility, sustainability and vibrance of the Market.
- Respond to public inquiries and concerns.
- Liaison with Market vendors to identify problems, concerns, requirements, etc. and proactively work to resolve the same.



Resource Development and Administration

- Present monthly report tracking customer and vendor attendance; received donations; number of vegetables gleaned, SNAP transactions; Market expenses; and other market data points.
- Prepare and update vendor handbook and Market Staff manual.
- Manage SNAP/EBT and Virginia Fresh Match Program logs and reimbursements in adherence with grant reporting requirements.
- Participate in end-of-season market evaluation and goal setting for the next season.
- Inspect the Market's equipment and supplies (tents, signage, tables, etc.) to determine if cleaning, replacements or additional equipment is required.
- Inform Events & Vendor Coordinator of project accomplishments, set-backs, and needs.
- Retain and continue vendor outreach to confirm which vendors will be returning to the Market each season; then identify and solicit new vendors as necessary.
- Conduct farm visits and spot inspections of vendor operations to confirm conformity with Market rules & regulations.
- Maintain MarketSpread logistics and backend setup.

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.

- Frequent standing, walking, reaching, and stooping during events.
- Exposure to low to moderate noise level and willingness to work in the elements (rain, wind, snow, heat).
- Frequently moving or lifting up to 75 lbs.
- 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.

Desired Qualifications and Experience

Previous experience managing or otherwise administering a farmers market, while certainly welcomed, is not a prerequisite to this position and on-the-job mentoring/transitioning by the Events & Vendor Coordinator will be provided. A background in agriculture, hospitality, retail, customer service, events, communications, food insecurity, education or related fields would be especially useful skills. The following qualifications are otherwise important with any candidate:



- Excellent organizational and communication skills, with attention to detail.
- Strong customer service and conflict resolution experience.
- Ability to work with diverse community stakeholders.
- Ability to creatively problem solve.
- Self-starter with ability to work independently and as a team player.
- Proficient in Microsoft Office (Outlook, Word, Excel, Publisher, Power Point) with an aptitude and willingness to learn new software applications, such as MarketSpread.
- Proficient in basic accounting skills (e.g., ability to interpret Profit & Loss statements).
- Knowledge of social media and email platforms (e.g., Facebook, Instagram, ConstantContact).
- Ability & willingness to undertake moderate physical labor alongside volunteers (erecting Market tents, signs, tables, chairs, etc.) associated with setting up and breaking down the Market.
- Professional in appearance, attitude, and action.
- Must be trustworthy and able to work with confidential data.
- Bilingual proficiency is a plus.

Compensation

This is a salaried position with an annual salary of \$30,000 for approximately 30 hours/week and a flexible work schedule to accommodate other work and/or academic schedules. 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, etc.) 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 HMI Employee Handbook.

Historic Manassas, Inc. does not discriminate on the basis of race, ethnicity, religion, disability, sex, gender identity, or sexual orientation. HMI is a drug-free and smoke-free workplace.

How to Apply

Interested candidates must email a cover letter and resume, including references to HMI's Events & Vendor Coordinator Jheanel Butler at jheanel@historicmanassasinc.org with "Farmers Market Manager Application" in the subject line.