



Cooperstown Farmers' Market

Market Manager Job Description

The Market Manager for the Cooperstown Farmers' Market (referred to as the "Market") is responsible for administering the Market and ensuring its smooth operation during Market days.

General Responsibilities

- Work all Saturdays during the Market season from approximately 7:00 AM to 3:30 PM (Market season runs from mid-May through mid-December)
- Conduct annual farm inspections
- Respond within 48 hours to telephone calls and e-mail messages from Market vendors and board members, Market applicants, Otsego 2000 staff, and others
- Attend all Market meetings
- Serve as Chairperson of the Physical Environment Committee
- Serve on the Vendor Selection Committee: duties include informing the VSC of any/all pending applications and providing a report on applications to the VSC as part of the review process

Responsibilities During Market Days/Market Season

- Open the Market space by 7:00 AM or one hour before vendor setup time and close and secure the space at the end of the market day
- Ensure that the Market is clean at the beginning and close of each Market day (including the alley area in front of the Market building)
- Be available to answer questions and address complaints from Market vendors and customers
- Assign Market vendor spaces and work to ensure that the Market is full at all times
- Enforce Market Rules and Regulations, either addressing violations at the time of infringement or informing the Market Board and Otsego 2000 of the violations
- Monitor all Market vendor products to ensure that products being sold have been accepted by the Vendor Selection Committee, and that brokered products have appropriate signage
- Collect and have vendors sign off on annual Market fee (\$20.00); weekly Market fees (\$20.00 per week, per vendor); and insurance payment if required

Important. Vendors must present validation of insurance before entering the Market. If a vendor requires insurance and will be purchasing it from Otsego 2000, the insurance must be obtained and paid for before the vendor enters the Market.

- Deposit Market fees each week at KeyBank via night/weekend deposit
- Maintain market records
 - Provide market tally sheet each week to the Otsego 2000 Administrative Assistant
 - Provide written farm inspection reports to Otsego 2000 Administrative Assistant

- Keep on file all documentation related to current vendors and vendor selection, including applications, insurance/other certificates, farm inspection information, etc.
- Provide invoices for any Market expenses (e.g., from Cooperstown General Store, Ace Hardware, Copy Shop) to the Otsego 2000 Administrative Assistant by the following market
- Watch for any health/safety hazards (e.g., an exposed electrical wire) and report them immediately to Leatherstocking Corporation (607.547.2561)
- Communicate with the Otsego 2000 Administrative Assistant on a weekly basis regarding the overall status of the Market and weekly Market happenings, both positive and negative
- Set up Market tables, chairs, display cart, musicians' spot, and other non-vendor items as needed
- Water and "dead head" flower boxes weekly

Potential Additional Duties*

- Coordinate with Otsego 2000 Administrative Assistant to distribute applications, meeting notices, and other materials and correspondence
- Find local musicians to come and play music at the Market
- Work with Marketing Committee to coordinate and plan special events
- Distribute marketing materials (e.g. flyers) and develop/direct Market fund-raising initiatives (e.g. raffles)
- Work with Otsego 2000 Administrative Assistant to create yearly budget
- Develop a brief annual report with the Market Board in January of each year for distribution with Annual Meeting mailing
- Participate in professional development opportunities (e.g., Farmers' Market Information Days) funded and approved by Otsego 2000

**Any and all additional duties/training must be reviewed and approved by the Otsego 2000 Executive Director. Additional duties, to the extent possible, should be incorporated into the Saturday work day.*

Compensation

The Market Manager will receive a weekly wage of \$120/market for each market worked. Otsego 2000 will cover mileage and travel costs related to farm inspections.

An hourly wage for farm inspections and additional administrative and marketing responsibilities will be negotiable and commensurate with experience.

The Market Manager must submit a monthly invoice to Otsego 2000 in order to be paid at the end of each month.

Otsego 2000 encourages the Market Manager to participate in approved professional development opportunities and, upon approval by the Otsego 2000 Executive Director, will pay for expenses incurred (e.g., mileage, meals, registration fees).

This position has no benefits or other compensation package.

Evaluation of Performance

In addition to informal feedback provided by Otsego 2000 staff, Market vendors, and Market Board members, the Market Manager will have a formal annual performance review each February with Otsego 2000's Executive Director.

The Market Manager is expected to have no more than three excused absences during the market season, and to fulfill the previously listed responsibilities in a timely manner. Failure to perform the responsibilities listed above will be documented, and repeated non-performance may result in removal from the position.

Otsego 2000 Staff Support

As part of its ongoing commitment to the Market's success, Otsego 2000 will provide staff support in the following areas:

- Record minutes for all general Market and Board meetings (not Committee meetings)
- Enroll the Market in the Farmers' Market Nutrition Program
- Assist the Market Manager with streamlining processes and procedures and developing forms and reports
- Develop market materials (e.g. newspaper ads, press releases, flyers, brochures)
- Assist with the development of Market fund-raising initiatives

Otsego 2000's Administrative Assistant serves as the primary staff liaison between Otsego 2000 and the Market, with backup and support from the Executive Director.

Administrative Assistant:

- Phone/fax: 607.547.6195
- E-mail: admin@otsego2000.org

Martha Frey, Executive Director

- Phone: 607.547.8881
- Fax: 607.547.6195
- E-mail: director@otsego2000.org

Agreement

I have read and agree with this job description.

Market Manager

Date

Martha H. Frey, Executive Director, Otsego 2000

Date