



Market Manager Job Description

About Davidson Farmers Market

Founded in 2008, the Davidson Farmers Market (DFM) has grown to become Lake Norman's prime farmers market, with an average of 1,800 shoppers per Saturday. We are a producer-only market that provides local farmers and purveyors a place to sell their products directly to the consumer, while supplying shoppers with healthy, fresh, and locally-grown foods and goods. DFM is a 501(c)3 nonprofit organization.

The market features over 40 vendors within a 100-mile radius of the market, representing over 1100 acres in surrounding counties. The wide variety of offerings include certified organic and naturally and conventionally grown fruits and vegetables, grass-fed beef, pastured pork, eggs, N.C. seafood, fresh baked goods, confections, homemade pasta and sauces, cheeses, honey, herbs, fresh flowers, and more. Chef and cooking demonstrations, seasonal produce events, live music, and educational activities continue to make the DFM one of the area's most popular Saturday morning destinations year-round.

Market Manager

The Market Manager is a part-time (20-25 hrs/week) position that manages and oversees all operations of the Davidson Farmers Market, staff, and weekly markets. The role is key in maintaining and growing DFM's reputation and legacy and enhancing DFM's scope and mission for the Town of Davidson and Lake Norman area. The Market Manager serves as the face of the organization and is the direct support to the Board of Directors. The role leads the organization's operations, programming, and communications, and assists the Board of Directors with strategic planning.

Responsibilities

Operations and management:

- Oversee the management of the weekly Saturday market operations
- Coordinate with and provide support for Market Coordinator
- Serve as liaison between staff, Board of Directors, sponsors, partners, and Town of Davidson

- Manage vendor application process for new market seasons
- Maintain and ensure, with the help of the Market Coordinator, all vendors meet DFM requirements, including applications, certifications, and site visits
- Ensure all annual licenses, certifications, and permits are updated and in good standing
- Oversee vendor and shopper grievances and provide positive solutions for resolutions
- Serve as a member of all DFM committees
- Execute other administrative tasks as assigned

Policies and Board support:

- Oversee implementation of the Board of Directors' policies and priorities, and make recommendations to the Board for same
- Uphold the DFM's commitment to diversity, equity and inclusion
- Work closely with Board of Director and Town of Davidson, including attending all Board meetings and Town related meetings as needed

Communications:

- Manage DFM marketing, communication, and brand awareness under organization guidelines
- Manage website and website content

Financial and development:

- Support development and fundraising efforts as directed by the development committee and the board of directors
- Support growth and improvement of market operations
- Manage DFM finances and budget in coordination with DFM Board President, Treasurer, and Finance Committee

Physical Requirements and Working Conditions

- Ability to lift and carry up to 25lbs
- Ability to stand for extended periods of time
- Market Manager provides their own office space, including wifi connection
- DFM reimburses for monthly phone bill

Qualifications

Required:

- A bachelor's degree
- Able to work 2 Saturdays (or more if needed) a month
- Knowledge and experience in non-profit operations and development
- Experience managing customer relations, coordinating events

- Excellent writing and communication skills over a variety of platforms
- Experience with, or willingness to learn, Google Suite, Square, Wordpress, and Microsoft Office
- Strong organizational and time management skills
- Valid driver's license and reliable mode of transportation

Starting salary is \$25,000 - \$30,000 per year commensurate with experience. Two weeks vacation per year subject to board approval. This part-time position does not include health insurance or retirement benefits.

To apply for the Market Manager position, please submit a cover letter and resume to Julie Alexander, search@DavidsonFarmersMarket.org