

**POSITION AVAILABLE
(Part-Time, Contract)
MARKET MANAGER
Crystal Beach Farmers Market**

**ADVANCING CRYSTAL BEACH
COMMUNITY DEVELOPMENT ORGANIZATION**
advancingcrystalbeach.com



Advancing Crystal Beach Community Development Organization (ACB) is seeking a part-time Market Manager to manage the Crystal Beach Farmer's Market on contract from May to December 2018, with an option for renewal. Individuals with a passion for promoting local foods and artists and market experience are encouraged to apply. The Market is open outdoors on Sundays from 10 am to 1 pm from May to early October and indoors from noon till 3 pm from Thanksgiving to December and April to May. This position requires a commitment of 10-15 hours per week, which will fluctuate. On Market days you are expected to arrive at least one (1) hour before and stay at least one (1) hour at the end for clean-up, take-down and inspection.

The Manager is responsible for all aspects of market development and operation, including but not limited to: negotiating with vendors (including receiving payments), attending every market day, ensuring efficient and timely vendor set up and take down weekly, marketing through social media, liaison with potential vendors/vendor sources, liaison with job skills partners, reporting to the Board of Directors.

The Market Manager is the "face" of the Market and is responsible for responding to vendors and customers. The job requires personal confidence, the ability to communicate effectively the rules and regulations of the Market, excellent time management and organizational skills, as well as the ability to solve problems independently.

RESPONSIBILITIES:

Vendor Relations

- Identify and recruit new vendors (ongoing)
- Prior to the spring/summer market and to the fall/winter market, prepare new application forms and send out to all vendors
- Enroll vendors in the Market through season-long or daily vendor contracts/agreements
- Oversee set-up and take-down at each Market
- Address vendor concerns re assigned location at the Market

Management

- With designated ACB Board Member, develop and implement a plan for Market growth
- Ensure adherence to all rules and regulations
- Answer questions from vendors and consumers
- Resolve disputes that arise
- Maintain Market grounds in a safe manner
- Operate ACB Market Manager's booth
- Communicate Market policies, procedures and activities to farmers and artisans
- Keep vendors informed throughout the season

Administration/Finance

- Reconfirm location/time/days with venue owner and obtain signed permission letter to confirm that the Market will be held at the specified location
- Secure hawkers and pedlars licence for the Market from TOFE or work with the responsible ACB Board member
- Ensure that liability insurance policy is in place and current with the responsible ACB Board Member
- Collect all stall fees owed, make accurate accounting, and give to ACB treasurer to deposit into Market account

Communications:

- Advertise in the Economic Development and Tourism Council's Fort Erie Summer Guides (by Jan 31)
- Advertise in TOFE events and calendar and TOFE Guide (by Jan 31)
- Prepare Market sandwich boards and arrange placement at significant spots in the community (early March)
- Advertise on Events in Niagara This Week (following discussion with the ACB director responsible)
- Develop and implement a social media plan beginning 3 weeks before the Market start-up and throughout the Market seasons. The plan should include pictures/text sent out during each Market day

Reporting/Monitoring:

- Maintain database of farmers, vendors, their contact information, and any licences or permits each vendor possesses based on the products they are selling
- Conduct and report on Market customer counts for all days open to assess level of growth in the Market usage

Other:

- Available for regular contact via e-mail throughout the duration of the employment contract and attend ACB Board meetings as requested
- Willing and able to work outdoors
- Willing to participate in professional development program(s) as recommended by the Board

QUALIFICATIONS

- Strong written and verbal communication skills especially on social media
- Able to take photos of vendors for promotional use
- Punctual, self-motivated, and the able to work independently
- Able to interact with a wide range of people
- Able to collect, manage, and analyze data on MS Excel
- Able to communicate details to the responsible Board member on a weekly basis

This position is funded through the Niagara Prosperity Initiative (www.niagararegion.ca/social-services/niagara-prosperity-initiative). Preference will be given to people who live in or close to the Crystal Beach neighbourhood of Fort Erie who have experienced poverty and who can benefit from participating in a program that is aimed at developing employment and social entrepreneurship opportunities.