NorthWest Initiative
Westside Farmers Market – Market Manager
Position Description - January 22, 2014

The Market Manager position is a part-time seasonal/temporary (May 19, 2014 – October 31, 2014) position (15 hours/week). The starting wage is $8.00 to 10.00 per hour depending upon experience. There are no benefits. The Market Manager will be an employee of the NorthWest Initiative (NWI), a non-profit community development organization working to improve the quality of life in Lansing’s downtown/westside area. More information about NWI can be found at www.nwlansing.org.

SUMMARY
The Market Manager will bring enthusiasm and dedication to promoting and operating the Westside Farmers Market in northwest Lansing. We are looking for a candidate who will manage weekly operations for the market and coordinate farmer relations, community outreach, promotions, fundraising and project management. Candidates should be energetic and committed to the success of the market, which was founded in 2011. The market is held Mondays from 3:00pm to 7pm from June 23rd through October 27th. The Market Manager will implement the WFM Committee’s vision for the market and work with customers, food purveyors, farmers and other vendors to play a key role in maintaining and expanding market activity. The Market Manager should have 2 or more years of entrepreneurial experience, be passionate about food, local farming and agriculture, and be knowledgeable about the unique needs of SNAP eligible families living in northwest Lansing. Experience with electronic media and marketing is required.

ESSENTIAL DUTIES AND RESPONSIBILITIES
The responsibilities of the Market Manager will include:

• Under the direction of the Executive Director and Outreach Manager of NorthWest Initiative, the candidate will help coordinate the seasonal weekly Westside Farmers Market
• Handle opening and closing on market days (lifting up to 30lbs. may be required)
• Remaining onsite during market hours
• Recruitment of vendors, as needed
• Establish and maintain lines of communication with farmers and other market vendors:
  ° Provide assistance to vendors as needed
  ° Distribute applications and other appropriate documents to vendors and return to NWI Bankers
  ° Respond to vendor needs
  ° Distribute survey instrument to market vendors (weekly) and summarize data
  ° Troubleshoot and mediate with vendors as needed
• Work with the WFM planning committee to arrange a variety of other community resources and information tables at each market
• Coordinate and attend monthly/weekly committee meetings
• Draft and send weekly market e-newsletter
• Maintain and regularly update market website and social media accounts
• Strategize to increase the market’s customer base and business activity
• Represent and promote the market in the community
• Coordinate and supervise volunteers on everything from set-up to tear-down of each weekly market

MINIMUM QUALIFICATIONS

• Must be able to perform each essential duty satisfactorily
• Have Bachelors degree from an accredited university (preferred)
• Previous experience working with diverse populations
• Familiarity with the neighborhoods of northwest Lansing
• Strong organizational, communication, interpersonal, and computer skills
• Must have a valid drivers license and reliable vehicle to transport items to/from the weekly market
• The ability to work both independently and as part of a team.

Candidates should send a cover letter and resume by March 28, 2014 – 4:00 pm to Peggy Vaughn-Payne, Executive Director, NorthWest Initiative, 530 W. Ionia St., Suite D, Lansing, MI 48933; email: peggy@nwlansng.org; telephone: (517) 999-2894; fax: (517) 999-2897. In your cover letter, clearly explain how the position is related to your interests and future goals. Please do not hesitate to contact Mrs. Vaughn-Payne (517-999-2894) with questions.

All qualified applicants shall receive consideration for employment without regard to race, color, religion, height, weight, marital status, sex, age, handicap, national origin, sexual orientation, or gender preference.