

FARMERS MARKET MANAGER

Supervisor: Director of Food Access



About Project GROWS

Project GROWS (PG) is a 501(c)3 nonprofit educational farm situated on 10 acres in the rolling hills of Augusta County Virginia. Our mission is to improve the overall health of children, youth, and families in Staunton, Waynesboro, and Augusta County, Virginia by connecting our community to nutritious food through 1) hands-on, garden-based **education** and 2) increased **access** to healthy local food. In an effort to achieve our mission we cultivate 4 acres of mixed vegetables and perennial fruit and grow 12,000+ pounds of food per year.

As part of Project GROWS' Food Access programming, we operate and manage multiple farmers markets in the Staunton, Waynesboro, and the Augusta County community. Our farmers markets seek to improve food security, individual and family health, and the overall local food economy by connecting local producers to the community and the community to nourishing foods. We partner with local, state, and federal nutrition assistance programs (Virginia Fresh Match, SNAP, WIC, Senior FMNP) to make our markets financially accessible to customers of all income levels. In addition, we operate a mobile farmers market program to reduce transportation barriers to communities with limited access to affordable nutritious foods.

General Statement of Responsibilities: The Farmers Market Manager will be directly responsible for overseeing the [Waynesboro Farmers Market](#), Project GROW's most long-standing community market. This position will work closely with farmers, makers, and community leaders to increase accessibility, engagement, and sustainability of the Waynesboro Farmers Market. Additionally, this position will work closely with the Director of Food Access and other members of the Project GROWS team to utilize the organization's resources to best serve the needs of the market and the community. The Farmers Market Manager will be directly responsible for the following

Market Operations (40%)

- Uphold all market standards for vendors and customers as outlined in PG's Market Guidelines
- Operate market welcome table including: nutrition incentive programs, customer support, vendor support, and Project GROWS/community info table
- Manage market space including: Set up/take down of market booth, market layout, traffic flow
- Maintain accurate financial procedures (transactions, cash flow, fee collection, sales, EBT/POS terminal)
- Communicate respectfully and transparently with market customers and vendors, and resolve any disputes that arise between and among market constituents
- Collect required program evaluations (surveys, demographic information, customer counts, qualitative data)

Marketing and Event Coordination (20%)

- Create and post weekly social media and newsletter content following PG's advertising and promotions calendar
- Develop farmers market promotional materials (signs, banners, brochures)
- Plan and organize special events including music, food demonstrations, themed events, National Farmer's Market Week, etc.

Community Engagement (20%)

- Coordinate and manage on-site market support with volunteers and Community Ambassadors
- Coordinate weekly donations to partner pantries through our Buy One Give One: Fresh Food Donation program
- Develop and maintain professional relationships with customers, vendors, and relevant community organizations
- Coordinate the Waynesboro Farmers Market Advisory Committee to support the long term growth and development of the market

Vendor Management & Recruitment (10%)

- Maintain consistent communication with vendors by phone and email
- Onboard farmers and vendors to the market through vendor applications with support of the WFM Advisory Committee
- Coordinate vendor networking meetings and trainings with support of the WFM Advisory Committee
- Assess market needs for diverse product selection

Other (10%)

- Attend weekly check in meetings with supervisor

- Attend bi-weekly all staff meetings and other program meetings as needed
- Assist with weekend water irrigation on farm
- This position will participate in other programs and farm work as needed and assigned in order to build integration and collaboration across our diverse programs and teams

Minimum Qualifications

- A real “people person” who is excited to build strong, trusting relationships within the community
- Passionate about food access and sustainable agriculture as vehicles for social change
- Committed to making local food spaces more diverse and inclusive
- Flexible, creative, and solutions-oriented
- Attention to detail and highly organized
- Self-motivated and eager to explore innovative ideas in collaborative settings
- Strong interpersonal skills, including under stressful and/or busy conditions
- Ability to delegate tasks, lead projects, and manage on-site volunteers
- Willing to work on weekends and comfortable working outside during hot, cold, and inclement weather
- Familiarity with Google Workspace (Docs, Sheets, Forms, etc.) and marketing platforms (Facebook, Instagram, Mailchimp, etc.)
- Able to regularly and repeatedly lift 40 pounds

Preferred Qualifications

- Previous experience in customer service oriented job, particularly in a farmers market context
- Fluency in Spanish or conversational Spanish
- Supervisory/management experience
- Experience working and/or living in and with communities experiencing food insecurity

Other Requirements:

- Because our farm is located in an area without access to reliable public transportation, we recommend that applicants with access to a vehicle apply. In addition, as driving is a key component of the job duties, a valid driver’s license and safe driving record are required for insurance purposes.
- Following sufficient training, this position will require driving large vehicles, including a pickup truck and box truck
- Criminal, child protective service, and state police background checks will be required for final applicants
- Compliance with pre-employment drug screening and ongoing compliance with random screening
- Compliance with Covid-19 protocols established by PG to ensure health, safety and welfare of all parties

Compensation

This is a part-time position with an hourly rate between \$18-19 per hour, DOE, for 20 hours per week. This position is scheduled to run through mid-December 2023 with the potential to continue depending on organizational fit and employee performance. Benefits include share of farm produce, paid VAFMA Market manager Certification Course, professional development, and the opportunity to work with an engaged and supportive team. This position will require working on weekends, occasional evenings, and on holidays that fall on market days.

How to Apply

Please send a resume, cover letter, and three professional references to [hiring@projectgrows.org](mailto: hiring@projectgrows.org). With the market season fast approaching, this position will ideally be filled by April 1, 2023.

Project GROWS is committed to inclusion, trust, respect, and a collaborative work life. We are committed to being rooted in and of our communities where we serve. We are committed to equal employment opportunity regardless of race, color, ancestry, religion, sex, national origin, sexual orientation, age, citizenship, marital status, disability, gender identity or Veteran status. For more information about

Project GROWS, visit www.projectgrows.org