



BOULDER COUNTY FARMERS' MARKETS

POSITION DESCRIPTION - 2009

BOULDER FARMERS' MARKET OPERATIONS MANAGER

Organization Mission

The Boulder County Farmers' Market is a not-for-profit membership organization, the mission of which is to serve the community by providing direct markets for locally-produced agricultural products.

General Description

The Market Manager, under general direction from the Executive Director, has day-to-day responsibility for the successful operation of one or more farmers' markets. This is a part time salaried job, it is expected that the Manager will be at the Market on all Market days for the season, other hours are flexible, as required to accomplish the required tasks in a timely manner. Market dates are the first Saturday in April to the first Saturday in November, and Wednesday's the first Wednesday in May to the first Wednesday in October. There are two additional markets; on the Saturday before Thanksgiving and the first Saturday in December. The vision of the Boulder Farmers' Markets includes extending to a year round market. Considerations will be made to the position if the market's season expands.

Major Duties and Responsibilities

- 1. Market Operations Management** – Manages the assigned Market coordinating and overseeing day-to-day operations on the street. This includes, but is not limited to, the assignment of street locations for members, contractors and community groups; the logistics of setup/break down; the management of street staff; the management of the Information Booth and T-shirt sales; interfacing with the public and the vendors; resolution of conflicts or problems that may arise; and the collection, control and documentation of fees.
- 2. Vendor & Contractor Relations** – Develops and manages relationships with members and contractors, ensuring timely communications and resolution of issues or problems; monitors merchants operations and ensures compliance to Market rules and agreements. Solicits additional members/contractors as needed, screens applications and monitors quality of

products and presentation. Provides orientation and training to new vendors and offers ongoing coaching to help ensure vendors' success.

- 3. Market Promotion** – Interacts with the public at the Market(s) and monitors and ensures the Market's attractiveness and appeal. Tracks customer numbers and sales and works with the Executive Director to develop and implement strategies to enhance Market quality and increase total sales. Develops recommendations to enhance the Market(s) and promotes BCFM in a positive, professional manner. Models and promotes collaborative and respectful communications and relationships.
- 4. Staff Management** - Within established personnel policies, hires, evaluates, develops and supervises Market street staff. Provides initial training and ongoing coaching/training as needed.
- 5. Planning** – Works with and provides input to the Executive Director in the development of business plans and work programs. Prepares reports and keeps the Executive Director informed regarding the status of the Market(s) and progress toward established goals.
- 6. Financial Planning & Management** – Works with and provides input to the Executive director in annual budget development. Monitors and controls the budget for assigned Market(s), manages resources within the constraints of the budget and long-range business plans and ensures compliance with financial controls.
- 7. Other Duties** - Performs other duties as assigned from time to time by the Executive Director.

Reporting Relationships

- Reports to: Executive Director
- Boulder Market Operations Manager supervises the following positions: T-Shirt Administrator, Facilities and Operations position, Street Assistant, Information Booth Assistant, Volunteers and Community Service Volunteers.

Highly Desired Qualifications

Education: Bachelors degree or equivalent

Experience: At least 3 years management experience, including personnel management, budget responsibility, operations management and experience working with multiple constituencies/stakeholder groups; experience working with the public, experience in retail and/or other customer service experience preferred.

Additional Qualifications

The ability to develop good team relationships with staff, vendors and contractors; the ability to interface well with the public; strong customer service orientation and skills; excellent interpersonal and communications skills, good listener; strong organizing and problem-solving skills; good attention to details; basic computer skills.