

Job Description: Manager, Midtown Farmers' Market
Interviews begin week of October 15, 2007 (position open until filled)

Title: Manager, Midtown Farmers' Market

Program Overview: Started in 2003 as a grassroots effort of South Minneapolis neighbors, the Midtown Farmers' Market brings farmers and shoppers together in a weekly celebration of local foods and community. The Midtown Farmers' Market offers local, sustainable foods and unique arts and crafts in a colorful, vibrant urban setting. Each week from May through October, the market hosts local musicians, cooking demonstrations, and celebrations of the nearby neighborhoods' exciting cultural diversity. The Midtown Farmers' Market runs a Saturday morning market (May-Oct) with over 40 vendors at peak season and a slightly smaller Tuesday afternoon market (July-Oct). Located at the intersection of Lake Street and 22nd Avenue S, near the Midtown Station of the LRT, the market draws shoppers from all over the Twin Cities. The Midtown Farmers' Market is a project of the Corcoran Neighborhood Organization (CNO) and directed by a volunteer Advisory Committee, the CNO Board of Directors and the CNO Executive Director.

Hiring Range: \$28,000 - \$33,000 plus benefits

Educational Level: Bachelors Degree

Hours: This is a fulltime position. It is expected that the Market Manager will work an average of 32- 40 hours per week with seasonal variation. Weekend and evening hours are required.

Job Duties:

1. Attract, retain and manage an excellent and diverse mix of local vendors
2. Expand the customer base of the market using various PR strategies and creative, low-cost marketing
3. Oversee market site and market day activities, including local food events, cooking demonstrations, special events and market stage entertainment.
4. Recruit, train, coordinate and acknowledge market volunteers
5. Create and maintain effective administrative systems
6. Work with Advisory Committee and Executive Director to ensure sound financial management and sustainability of the market
7. Staff Market Advisory Council and attend monthly meetings
8. Supervise interns, seasonal staff and part-time employee
9. Fundraising:
 - a. Recruit sponsors for Saturday and Tuesday markets
 - b. Expand and promote a Friends of the Market program
 - c. Identify and apply for appropriate grants
10. Develop and maintain market policies and procedures
11. Maintain website / database
12. Measure success of market and communicate it to larger community

Preferred Qualifications:

Proven leadership and problem solving skills

Knowledge of and passion for farmers' markets and local foods
Excellent verbal and written communication skills
Business, nonprofit and/or entrepreneurial experience
Experience with volunteer management
Familiarity with South Minneapolis' diverse community
Computer skills / web design
Strong prioritization and organizational skills
Marketing/graphic design skills

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Electronic applications preferred. Send resume, cover letter and 3 references to:

Amy Arcand, Executive Director
Corcoran Neighborhood Organization
3451 Cedar Ave. S.
Minneapolis, MN 55407
612-724-7457

<http://www.midtownfarmersmarket.org>