



## LAWRENCEVILLE FARMERS' MARKET MANAGER JOB DESCRIPTION



Lawrenceville United and the Lawrenceville Farmers' Market Advisory Committee (LFMAC) are looking for a part-time Market Manager to manage and promote the Lawrenceville Farmers' Market.

### Responsibilities:

The Lawrenceville Farmers' Market's Market Manager is responsible for the following:

- Public relations for the market, including the distribution of print materials in and around Lawrenceville, managing press coverage, updating directories, and maintaining activity on several social media outlets
- Vendor recruitment: previous experience working with farmers and food producers is preferred
- Attracting, scheduling, and promoting special events to the market, including chef demos, musical guests, and family days
- Vendor outreach, oversight, and coordination, including obtaining weekly updates from vendors during the season
- Collection of dues and weekly record-keeping and filing (Vendor dues, SNAP/EBT transactions, etc)
- Weekly operations of the market including managing the relationship with the market site's property owner

In addition, the Market Manager is also expected to:

- Attend meetings of the LFMAC, reporting to the committee as a liaison between the LFMAC and the market/ vendors
- Assist the committee with research for market best practices and potential funding sources
- Engage in fundraising activities and special event planning
- Keep track of and maintain relationships with local business owners, sponsors, and special event performers

### Requirements:

The ideal candidate should have the following skills and resources:

- Good organization skills, attention to detail, and the ability to self-direct and independently manage goals and tasks
- Ability to see the larger picture, set goals to get there, and think creatively about challenges and solutions
- Excellent communication skills, both oral and written
- Strong experience with electronic news publications, marketing, PR, and/or social media
- Ability to forge relationships with all stakeholders, including vendors, customers, active community members, sponsors, community groups, and Lawrenceville business owners
- Demonstrated experience in and passion for food, food access, and agriculture
- Residence in Lawrenceville (or close proximity) preferred
- Weekly Access to a vehicle, especially Saturdays during the market season (June - Oct)
- Ability to lift up to 25 pounds

### Stipend:

Compensation starts at a base level determined by the Executive Committee of the Lawrenceville Farmers Market Advisory Committee. Hours required are roughly 10-15 hours per week year round. Payment is executed on a monthly basis and pay is competitive. Schedule flexible except for Saturday market hours and required monthly meetings.

To apply, please send resume and cover letter to [market@lunited.org](mailto:market@lunited.org). Interviews will begin Feb 8, and approximate start date is March 1.