

## LAWRENCEVILLE Job Description



UNITED

## LAWRENCEVILLE FARMERS' MARKET MANAGER



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.
- Vendor outreach and coordination, including obtaining weekly updates from vendors during the season
- Collection of dues and weekly record-keeping
- Weekly operations of the market including oversight of farmers' and managing the relationship with the market site's property owner.

In addition, the Market Manager is also expected to:

- Attend meetings of the LFMAC 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 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 manage
- Ability to see the larger picture and think creatively about challenges and solutions
- Excellent communication skills, both oral and written
- Strong experience with electronic news publications and social media
- Ability to forge relationships with all stakeholders, including vendors, customers, active community members, and Lawrenceville business owners
- Demonstrated experience in and passion for food and agriculture
- Residence in Lawrenceville preferred (or close proximity)
- Weekly access to a vehicle, especially Saturdays during the market season
- Ability to lift up to 25 pounds

### Stipend:

Compensation starts at a base level determined by the Executive Committee of the Lawrenceville Farmers Market Association, with bonuses available based on considerations to be discussed in the interview. Off-season hours are not to exceed 10 hours/week, market season hours are not to exceed 15 hours/week. Schedule flexible except for Saturday market hours and required monthly meetings.

### Submission criteria:

Please send resume and cover letter to [market@lunited.org](mailto:market@lunited.org). Applications will be accepted until **February 11, 2015**.