

Greenfield Farmers' Market Seeks New Manager!

Job Title:

Market Manager, Greenfield Farmers' Market

Job Summary:

The Greenfield Farmers' Market is an over-fifty year old, year-round, farmer-owned market, and we're looking for our next Market Manager. The person who fills this role will lead weekly outdoor markets from May through October and monthly indoor markets from November through April. The Manager will coordinate all aspects of the farmers' market including, but not limited to; vendor logistics, basic budgeting and fiscal management (with support from a bookkeeper), setting the market vibe and culture, working with the City of Greenfield to ensure all permits and licenses are acquired and up-to-date, maintaining market SNAP and HIP status, and advertising and marketing. The Market Manager will report directly to the Market Steering Committee, a group of volunteers who are also vendors at the market.

Duties:

- **General Tasks:** On-site management for every market. Set-up, vendor placement, customer service, SNAP+HIP processing, market standards enforcement, issue resolution, musician set-up, merchandise sales.
- **Vendor Coordination:** Weekly vendor communication, attendance updates, policy clarification, conflict resolution, mapping and logistics, community partner coordination.
- **Advertising and Media:** All content creation for social media, newsletters, promotions, documenting through photos and videos, branding, scheduling of advertising.
- **Permitting and Compliance:** Create and maintain all market guidelines and policies, ensure timely SNAP/HIP reporting and renewals, ensure all necessary permits are obtained.
- **Fiscal Responsibility:** Budget planning and management, collect payments and make deposits, communicate with bookkeeper, grant writing and reporting as needed, build and maintain financial tracking systems.
- **Strategic Oversight:** Lead planning of overall yearly operations, set yearly goals, update policies and guidelines as needed, lead Steering Committee meetings, work with the Steering Committee on long-term vision and strategy for market growth.

Qualifications and Skills:

- Excellent at self direction and time management
- Self-starter with entrepreneurial spirit and know-how
- Ability to problem solve, be creative, resourceful and flexible
- Excellent customer service skills, ability to interact with a diverse population—Must like working with people!
- Availability to work Saturdays:
 - Weekly from the last Saturday in April-last Saturday in October (summer markets)
 - Twice a month in November and December (winter markets)
 - Once a month January-April (winter markets)
 - *There will be an assistant market manager who can assist with Saturdays, but consistent availability whenever possible is needed.*
- Excellent written and verbal communication
- Ease with and access to technology;
 - Computers (google spreadsheets, email, website updates, social media advertising and marketing and access to virtual steering committee meetings required)

- Phones and tablets; SNAP is processed on an ipad
- Strong prioritization, organizational and problem solving skills
- Able to manage others and multitask simultaneously
- Ability to lift some items that are up to 35 pounds on market days (pop up tent, tables, etc)

Compensation and Estimated Hours:

- 60 hours per month (roughly 15 hours/week)
 - Probably around 10 hours/week in winter
 - Hours can vary depending on the time of year
- Range from \$20-\$23/hour depending on experience
- Market Manager is subcontractor, Market will not be withholding taxes in paychecks

Please submit resume and cover letter to the Greenfield Farmers' Market Steering Committee at:

meryl@justroots.org (a member of the Steering committee)

We will begin interviews in February 2026 with an intended start date by April 1, 2026.