

## **FARMERS MARKET COORDINATOR**

Part-Time Position (Hourly)

Downtown Vacaville (Downtown Vacaville Business Improvement District) is seeking a Farmers Market Coordinator to take lead in running the Vacaville Farmers Market. The Vacaville Farmers Market has been a seasonal market on Saturdays from May to October. The Farmers Market Coordinator plays a key role coordinating farmers, vendors, pre-market and day of locations and flow. There is an Events Assistant who will be there to help with setup and breakdown along with general event assistance. We have resources from previous years to utilize in planning and coordinating vendors. The goal is to turn this market into an all year market. Farmers Market, craft fair market in off farm times, and an incubator/small business program. With this there is an opportunity for growth, increase in hours and pay as appropriate.

Downtown Vacaville mission is to activate Downtown Vacaville. Formed in 1992 as a merchant association, the organization has earned much of its notoriety by producing some of Vacaville's most celebrated events: The Saturday Farmers' Market, annual wine strolls and music festivals, Oktoberfest celebration, Halloween Stroll, and Holiday festivities bring thousands of locals and visitors into the district every year to shop, dine and play. Downtown Vacaville currently represents 450+ businesses across many industries. We work in close collaboration with the city, businesses, property owners, and the community to advance common goals and concerns.

**Farmers Market Coordinator Job duties include, but are not limited to:**

### **LOGISTICS:**

- Understand the needs of farmers, vendors, and entertainment to create a layout designed for success
- Ensure all necessary equipment/supplies/signage are transported to the market and are in good working order
- Ensure complete and attractive market setup and tear down. Includes trash removal, addressing safety and accessibility concerns
- Accurately convey vendor attendance and market logistics to staff, volunteers, and the public
- Direct safe traffic or vehicles operating on and around the market site
- Offer first responder/first aid service as needed

### **VENDOR RELATIONS:**

- Become familiar with and assist vendors with compliance regarding laws, regulations, and best practices pertaining to sale of their products
- Gain working knowledge of and implement Vacaville Farmers Market vendor policies and procedures
- Manage scheduling and communicate logistics with vendors in advance of market attendance
- Work closely with the Executive Director, and staff, to curate a balanced and successful market
- Coordinate with the Executive Director, and staff, to recruit and on-board vendors as needed
- Maintain a professional relationship with vendors, be familiar with their products, practices, and promote their successes
- Troubleshoot and problem solve conflicts as they present themselves

**TEAM LEADERSHIP:**

- Provide guidance and leadership to the Event Assistant and volunteers regarding customer service, market logistics, and compliance
- Work collaboratively to improve and expand efficiency of work
- Prepare post-event summary reports.
- Be a relationship builder, collaborator, team player, and team leader

**SALES, DATA TRACKING & REPORTING**

- Ensure accurate tracking of market bucks, merchandise, and vendor payments. Reconcile each form of income after each market day
- Setup eye-catching display for Vacaville Farmers Market merchandise for sale at market booth(s)
- Track and record vendor attendance, shoppers counts, and gross sales data
- Show initiative to improve data collection and reporting processes based on different market environments and situations

**Customer and Community Relations**

- Educate shoppers about methods of payment accepted at the markets including market bucks, matching programs (if any), or Food Stamps (EBT, Cal Fresh)
- Assist with marketing and promotion of the Farmers Market by attending neighborhood meetings, distributing flyers and other community relationship building
- Assist with the posting of interesting, relevant and high quality photos/information to social media outlets that encourage shopper attendance
- Coordinate with Executive Director, and staff, to update the website (VacavilleFarmersMarket.com) to stay up to date
- Coordinate with Executive Director, staff, and volunteers to meet community needs and ensure adequate staffing and equipment for programs and events
- Work closely with the Executive Director and staff to identify possible partnerships and outreach opportunities

**Vendor Success**

- Work closely with Executive Director, Office Coordinator to process applications for returning and new vendors
- Double check Agriculture certificates, Health Permits, and insurance coverages
- Work with Executive Director and staff to conduct surveys of all vendors to discover needs and opportunities for Vacaville Farmers Market to provide support
- Work with Small Business programs to provide information to potential vendors
- Provide ongoing support and regular check-ins for vendors in their first year of participation
- Assess barriers to Vacaville Farmers Market in order to attract entrepreneurs from underserved populations to vend at Vacaville Farmers Market

Other job duties as occasionally assigned by the Executive Director

**PREFERRED QUALIFICATIONS:**

- Experience leading and working in a team environment
- A minimum of two years customer service/sales experience
- Two to four years higher education or equivalent experience

- A minimum of two years of leadership experience with Farmers Markets or other outdoor events a plus
- Preferred two years of small business development experience a plus
- Ability to repetitively lift 50 lbs
- Thorough and respectful verbal and written communications skills
- Detail oriented with regard to market sales reconciliation, date tracking, and reporting
- First aide/CPR Certification and competence making quick decisions about safety a plus
- Ability to understand rules and comfort holding others accountable
- Passion for local food and farms; knowledge of community food systems a plus
- Sense of humor and ability to go with the flow in fair and foul weather conditions

SALARY: \$20-23/hour (\$13,000-15,000/year) Depending on Experience (DOE), 12-15 hours a week to start.

We are actively trying to increase the pay and hours with growth to an all year market with a craft fair and small business incubator program. Grow with us.

Send one-page letter of interest and resume to Downtown Vacaville BID, 313 Parker Street, Vacaville, CA 95688 or [Info@DowntownVacaville.com](mailto:Info@DowntownVacaville.com).

START DATE: April 1st or soon there after