



Events and Offsite Market Coordinator Needed!

POSITION SUMMARY: Contracted position that oversees the Alpena Farmers' Market and provides administrative functions to ensure a successful and vibrant market.

SUPERVISION: Primary direction and supervision is by the Alpena Farmers Market Board and Friends of the Alpena Farmers' Market Board

POSITION RESPONSIBILITIES:

- Serves as a point of contact for the Friends and the Alpena Farmers Market
- Promotes and advertises the Alpena Farmers Market with the goal of increasing the customer-base and individual vendor sales.
- Prepares the market site for the next season including market insurance.
- Ensures that any maintenance or repairs needed to the market site are made.
- Maintains and updates communications with the public through social media.
- Checks mail and pays all bills.
- Work directly to coordinates programs and special events
- Writes and administers grant programs
- Recruits vendors
- Facilitates development of market goals and strategies for growth of the market
- Facilitates partnerships with other organizations
- Evaluates market strengths and weakness
- Recruit, engage, support and/or monitor market volunteers
- Encourage professional development, E.G. Market Manager Certificate Program, Farmers Market Conferences
- Update market website
- Monitors and records key statistics
- Conduct market banking
- Invite and hold information meetings
- Generate farm/grower list
- Help make purchases for the market with guidance of the board
- Develop funding proposals for the market

The above position responsibilities are intended to identify the major responsibilities of the offsite market coordinator.

The offsite market manager should have experience in management and fundraising.

Compensation (the Market Coordinator is an independent contractor) is \$6,000.00 (six thousand dollars) for the time period May 1, 2022 to May 1, 2023.

Please bring resumes directly to Sandy Santamour on market days at 1306 S. State Ave. Alpena or
Send to: P.O. Box 123 Alpena, MI 49707

