

## **Sunapee Farmers Market Management Intern Position Description**

### **Summary:**

The Farmers Market Intern is responsible for managing day-of operations of the Sunapee Farmers Market, working with the Sunapee Farmers Market Committee, market vendors, customers and other stakeholders. There are also regular mid-week duties to maintain vendor relations, market map and marketing. While we expect this person to attend most markets, he/she will be responsible for staffing markets with responsible committee members or volunteers if not able to attend a select few. A successful market management intern can position the market as the cornerstone of the community so that it can yield a growing number of benefits to farmers, consumers, and the community.

### **Board-Management Relations**

- Work closely with the Farmers Market Committee & Project Sunapee to communicate ideas, provide feedback, and identify potential problems as well as offer creative solutions to further the organization's goals to promote the production and consumption of local foods.

### **Market Operations**

- In charge of the "community table" and volunteer staffing schedule.
- In charge of recruiting, scheduling and managing farmers market volunteers; including activities such as, but not limited to, set up and take down of market, traffic control and other functions as needed.
- Assist with coordination of musicians, kids programming, and community partners as needed to ensure smooth market operations.
- Help with design of market set-up to accommodate the maximum number of vendors with adequate spacing and ensure customer safety.
- Assist with promotion of the Farmers Markets with the Market Committee Chair as interest and abilities allow. This could include social media, website, email marketing, and print advertising.

### **Market Day**

- Actively manage market operations from set up at 7:45 am until final cleanup is completed typically by 12:30pm.
- Be visible and present at the markets to answer questions, assist vendors as needed, maintain public order and identify any potential hazards or problems to ensure a safe and clean environment.
- Interpret and apply market rules for vendors and others in a consistent and fair manner always in consultation with the Market Committee Chair.
- Photograph the market for social media postings.

### **Vendor Relations**

- Maintain positive relationships with all vendors and assist with communications and problems as they arise.
- Work with Market Committee Chair to ensure vendors follow market rules and eliminate any concern about approved sale items.
- Opportunity to be involved in the vendor recruitment, vendor applications, product approvals, and market map as interest and abilities allow.
- Be communicative and flexible when there are last minute changes to vendor attendance.

### **Required Skills**

A successful farmers market management intern requires a variety of interpersonal and technical skills to work effectively with farmers, consumers, and community partners. It is critical that the chosen individual have the following skills to perform the job effectively: • Effective problem-solving • Creative thinking • Self-motivation • Organizational skills • Communication skills • Marketing skills • Passion and dedication to the community.

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**This position will have an hourly rate or stipend** for the season (15 Saturdays) plus a few mid-week hours of market administration duties. It is ideal for a recent high school graduate, college student or recent college graduate, but any interested individual is welcome to inquire. It is an excellent opportunity to gain experience in local food systems and community relations with an experienced market team. This is our 5<sup>th</sup> season!

### **Example Responsibilities:**

1. Collect rental fees from vendors and maintain accurate records of payment.
2. Assist Farmers Market Co-Chair with assigning selling spaces.
3. Be knowledgeable of supply and demand conditions and their direct effect on produce prices. Do not set prices but have information useful to farmers needing to determine fair prices. Recruit a volunteer "secret shopper" to compare your prices and quality with those of similar products in grocery or gourmet stores so that you can offer an educated response in the event of negative feedback about prices.
4. Insist that all sellers use approved scales and labeling for the sale of certain products (e.g., eggs, meat, dairy, nursery products, etc.).
5. Help with advertisement and market promotions. Research suggests that freshness is one of the main motivations for buying local produce, and your image should project freshness, quality, and value. Promotions may include special events, banners, signage, radio spots, and free coverage in local newspaper - yes, Instagram and Facebook postings once the market starts
6. Stress the sale of high-quality produce. Monitor each farmer's products and encourage them to market only high-quality goods, not excess or leftovers.
7. Assure the market is operated in a timely and efficient manner, and that sales occur only within the specific market hours. Enforce regular hours of operation.
8. Help settle or prevent disputes among farmers as well as disagreements arising between shoppers and farmers. Be friendly, courteous, and consistent in all dealings with both farmers and consumers.
9. Keep the farmers market committee co-chairs advised of the market's conditions, providing them with relevant data, and feedback from customer and vendor surveys. Keep the farmers market committee co-chairs advised of the community table sales and any excess or shortage of product. Make weekly deposit at bank from Community Table sales.
10. At the conclusion of the summer work with committee to review, update, or create market rules, strategies for future growth, and partnerships with other organizations.
11. Have clear emergency procedures in place for accidents, medical emergencies, safety or crime issues, severe weather, or natural disasters. Establish a chain of command and a phone tree in case communication is compromised by power outages or evacuations. Have quick access to a first aid kit and, in some cases, a fire extinguisher. Knowledge of first aid and CPR is beneficial.
12. Continually evaluate the markets strengths and weaknesses. Conduct customer surveys (verbal/information or a written survey?), solicited sales information (positive or negative from vendors and customers), and monitor for potential improvements in daily logistics, outreach efforts, and product selection.