



31 Upper Ragsdale Dr. Ste. 4, Monterey, CA 93940 • (831) 384-6961 • [www.everyonesharvest.org](http://www.everyonesharvest.org)

## Job Description

### Market Program Manager

Everyone's Harvest (EH) brings people and healthy food together! The nonprofit's mission is to provide access to healthy, affordable fruits and vegetables through certified farmers' markets and community food programs. Our vision is for every community to have a fair and sustainable food system. Employees will be given insight into nonprofits and a deeper understanding of our food system.

We value EH staff and strive to support each staff members' professional development while working with EH. Below are the details for the specific position:

Hours per week: 30-40 hrs/week

Salary Range: \$18-22/hr (based on experience and qualifications)

Reports to: Executive Director

The **Market Program Manager (MPM)** will oversee market administration and promotion, address participant and customer feedback, collect and track market data, and supervise market volunteers at Everyone's Harvest's year-round market in Pacific Grove and seasonal markets in Salinas.

The MPM will also be responsible for the coordination, administration, and promotion of the Edible Education Community Food Program at Everyone's Harvest.

Please submit a resume and cover letter to [info@everyonesharvest.org](mailto:info@everyonesharvest.org) Priority will be given to applications received by May 13<sup>th</sup>, 2022.

We value diversity. People of color, people LGBTQIA-identified, veterans, and formerly incarcerated individuals are encouraged to apply. EOE/AA.

Responsibilities include, but are not limited to:

#### **Market Manager Job Duties**

##### 1. Market Administration:

- a. Recruit market participants and ensure only appropriate goods are sold at market
- b. Organize market space, identify participants' spaces, and create and maintain clear, up-to-date market maps
- c. Coordinate purchases of all market supplies
- d. Maintain accurate weekly Vendor Logs. Submit Vendor Logs and balanced market deposits and receipts to Office Administrator
- e. Maintain excellent communication with market participants; address market inquiries and incidents; return correspondences pertaining to all markets within 48 hours of inquiry or incident.
- f. Coordinate reimbursement systems (EBT/Market Match/Fresh Rx/Produce Vouchers). Assist Office Manager in market accounting and reimbursement.
- g. Work with EH staff to organize market logistics including acquisition of equipment and supplies
- h. Record in writing any market incidents and submit report to Executive Director within 24 hours

##### 2. General Duties:

- a. Maintain appropriate interpersonal relationships with employees, independent contractors, board members, and consumers
- b. Be present and participate in all staff meetings and retreats
- c. Occasionally assist the office manager with administrative tasks related to markets, including organizing or retrieving market data.
- d. Dispersal and collection of year-round customer surveys as well as vendor surveys; survey data organization and summaries as needed

3. Market Operations: The Market Manager and/or EH staff or volunteers identified and supervised by the Market Manager, will complete the following tasks:

- a. Transport market equipment and supplies safely before market opens
- b. Control traffic safely during market set-up and take-down
- c. Lead set-up and take-down in accordance with all governmental ordinances and codes, including but not limited to, barricades and cones, signs, equipment, and Information and Kid's Booths
- d. Enforce, in a fair and diplomatic manner, Everyone's Harvest Rules and Regulations and all governmental rules, regulations, and codes pertaining to City, Certified Farmers' Markets regulated by the CA Agricultural Commissioner, and Health Codes regulated by the Monterey County Health Department
- e. Conduct vendor inspections as-needed
- f. Collect and file market participants' Applications, Hold Harmless Agreements, and necessary permits
- g. Oversee market paperwork, payments, and reimbursements
- h. Conduct EBT transactions with customers
- i. Greet and answer questions from the public
- j. Address disputes between vendors and customers on a timely basis
- k. Check market trash/recycling bins during market and empty as needed
- l. Empty all trash/recycling bins when market is over and transport them to appropriate locations

4. Market-specific Duties for Salinas Valley Memorial Healthcare System (SVMHS) Farmers' Market

- a. coordinate all Market decisions (vendor recruitment, changes, cancellations) with Health Promotions at SVMHS.
- b. Manage SVMHS market (set up, tear-down, vendor redemption and fees) without another market manager on site.

5. Edible Education Program Management: Program encouraging families and youth to choose healthy food through cooking workshops and nutritional tastings. Primary Duties and Responsibilities include some or all of the following:

Planning process:

- a. Plan the delivery of the overall program and its activities in accordance with the mission and the goals of the organization.
- b. Assist in developing annual programs' budgets and work plans.
- c. Develop a program evaluation framework to assess the strengths of the program and to identify areas for improvement.
- d. Provide input to other staff and outside consultants to develop funding proposals for the program to ensure the continuous delivery of services.

Organize the program:

- a. Ensure that program activities operate within the policies and procedures of the organization.
- b. Ensure that program activities comply with all relevant government regulations and professional standards.
- c. Develop, collect, and file forms and records to document programs' activities.
- d. Staff the program, when needed and budget allows:
- e. Recruit, interview and select well-qualified chefs for cooking demonstrations.

- f. Ensure all chefs receive orientation in accordance with organizational standards.
- g. Engage any volunteers for appropriate program activities using EH established volunteer practices.

**Lead the program:**

- a. Liaise with the public, farmers, clients, and other agencies to ensure effective and efficient delivery of program goals.
- b. Coordinate the delivery of services among different program activities to increase effectiveness and efficiency.
- c. Communicate with clients and other stakeholders to gain community support for the program and to solicit input to improve the programs.

**Control the program:**

- a. Write reports on the program for funders.
- b. Ensure that the program operates within the approved budget.
- c. Provide required information to have invoices submitted to funders according to the established timelines.
- d. Identify and evaluate the risks associated with program activities and take appropriate action to control those risks.
- e. Monitor the program activities on a regular basis and conduct an annual evaluation according to the program evaluation.
- f. Report evaluation findings to the Executive Director and recommend changes to enhance the program, as appropriate.

**6. Social Media/Marketing/Development (optional)**

- a. Manage Instagram and Facebook via content planning software (Hootsuite)
- b. Coordinate content themes w/ assistance of marketing consultant
- c. Manage Instagram and Facebook messages (directing customers or vendors to proper communication channels, answering questions and concerns)
- d. Coordinate with other market program managers (MPMs) to stay up-to-date on market changes, cooking demonstrations, and events
- e. Coordinate with other MPMs to create market events and activities

**Required Qualifications:**

- Valid driver's license, good driving record, and ability to drive a cargo van
- Ability to lift 50 pounds
- Outgoing, positive, and professional customer-service skills
- Responsible and detail-oriented
- Proficient in basic math
- Proficiency in the use of computers for: word processing, simple accounting, databases, spreadsheets, e-mail, and the internet.
- Confident working in an underserved, diverse community
- Team player and able to remain calm in stressful situations
- Knowledge of and passion for farmers' markets, sustainable food systems, food justice, and the assets and needs of the communities served by EH

**Desired Qualifications:**

- Education - university degree in a related subject or equivalent experience and knowledge of program management.
- Bilingual in Spanish and English