



31 Upper Ragsdale Dr. Ste. 4, Monterey, CA 93940 • (831) 384-6961 •
www.everonesharvest.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: 40 hrs/week

Pay Range: \$24 - \$30/hour (based on experience and qualifications)

Reports to: Executive Director

Benefits: vacation/sick/holiday pay, paid employee medical (& optional dental and/or vision) plan.

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 markets in Marina, Pacific Grove, Seaside, and seasonal markets in Salinas.

The MPM will also be responsible for the coordination, administration, and promotion of the Market Match Community Food Program at Everyone's Harvest. The MPM has the opportunity to advance into a leadership role supervising staff members in the operation of all Everyone's Harvest farmers' markets.

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 market incidents and submit report to Executive Director within 24 hours
- i. Take videos and photos at markets and upload to shared drive

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 Match Program Management: Program encouraging families to use CalFresh benefits and incentivize them to purchase more produce by matching CalFresh benefits up to \$30 .

Primary Duties and Responsibilities include some or all of the following:

- a. Administer Market Match transactions at weekly farmers' markets.
- b. Collect Market Match transaction data from other farmers' market program managers
- c. Enter Market Match data into database on a weekly basis
- d. Assist Office Manager and Executive Director in submitting monthly reports to funders.
- e. Assist Office Manager and Executive Director in submitting annual reports to funders.

5. Volunteer Coordination (optional)

- a. Recruit volunteers and Service Learning students from CSUMB
- b. Orient volunteers and SL students to organization
- c. Coordinate volunteer schedule at markets and events
- d. In coordination with Edible Education Coordinator, develop activities for volunteers to conduct at markets (e.g. Food Navigation and Kid's Activity Table activities)
- e. Communicate with social media coordinator to announce upcoming market events and activities conducted by volunteers

6. Social Media/Marketing/Development (optional)

- a. Assist marketing consultant to schedule Instagram and Facebook content
- b. Assist marketing consultant to coordinate content themes
- 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
- f. Take videos and photos at markets and events
- g. Maintain image and video library for social media and marketing

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