



North Coast Growers' Association

Humboldt County Farmers' Markets

www.northcoastgrowersassociation.org

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Job Title: Arcata Plaza Farmers' Market Manager

Job Description Definition

Under the supervision of the Director of Operations, and Farmers' Market Coordinator, the Farmers' Market Manager coordinates and supervises all aspects of the operations of the NCGA-sponsored Certified Farmers' Market in Arcata, CA. This position is set at 25 hours per week year-round, after completion of the three-month probation period. The market hours are Saturdays, 9AM-2PM plus set-up and breakdown.

Location:

Market site: Arcata Plaza, Arcata, CA

Office site: NCGA Harvest Hub, 5720 West End Road, Arcata, CA

Supervisor: Director of Operations (Laura Hughes), and Farmers' Market Coordinator (Katherine Nunes-Siciliani)

FLSA Status: non-exempt

Wage Range: \$20 starting rate during probationary period; Increase to \$22-\$24 upon completion of probationary period

If this position is determined not to be a good fit for the applicant, they may be invited for hire as a market assistant, or on-call market assistant. These positions remain at \$20/hour.

After two interviews, selected applicants will be brought on for a paid, three month probationary period to determine best fit for the position. Applicants can be released at any point during the probationary period if it is determined that the position is not a good fit.

Schedule, during the probationary training period: 10-15 hours per week

- 8-10 hours on Saturdays 7AM-3:30/4PM, plus several 6AM shifts to be scheduled in advance
- 5-6 hours in the office to be added after four to six weeks, scheduled depending on availability

Schedule, upon hire: 20-25 hours per week, including:

- 8-10 hours on Saturdays (on site at market) from 6AM to 3:30/4PM (depending on other staffing shifts and market needs), year-round.
- 10-15 office hours during the work week, including some hours on Fridays and either Mondays or Tuesdays
- Plus additional hours for meetings and trainings
- *Final schedule determined upon hire*

Resources:

[Employee Handbook](#)

[Market Manager Binder](#)

DUTIES AND RESPONSIBILITIES OF ARCATA PLAZA MARKET MANAGER

- **Coordinate and supervise the operations of the Farmers' Market (50%)**
 - **Arrive at each market at least two hours prior to opening** and stay until all vendors are packed up and materials and traffic control equipment are securely packed
 - **Secure market site**, including all set-up and break-down, according to the permit map and standard market procedures. This includes the transportation, maintenance, and storage of market supplies & infrastructure, as well as sweeping and picking up trash on site.
 - Training for driving market vehicles is provided to those with valid CA Drivers License, insurance is provided
 - Implement safety and emergency procedures when necessary in partnership with Market Ambassador. Be aware of any unsafe situations and document any safety concerns, particularly cracks/holes in street or sidewalk, broken limbs on trees, and other pedestrian obstacles. Be prepared to call on law enforcement in the event of a real emergency or hazardous person.
 - Training in de-escalation techniques and crisis management will be provided
 - Place No Parking cones/signs the morning before the market
 - **Oversee general market programming:** Orient tablers and musicians to their spaces, oversee zero-waste efforts and infrastructure placement, respond to community as needed
 - **Vendor Communication**
 - Monitor vendor communications and follow up as needed
 - Monitor NCGA voicemail and email for vendor communications; you must check the voicemail and email daily, including once right before you begin market set-up. You are encouraged to give your cell number to vendors
 - Communicate with vendors about all market logistics, refer to other staff as needed
 - Update the market map with vendor attendance notes throughout week; finalize map the day before market
 - Assign all stall spaces to vendors and supervise appropriate stall space use
 - **Set up and maintain the information booth** at the market site and act as the central resource person on behalf of the market; treat all customers, members and community partners fairly, with dignity and respect.
 - Coordinate Nutrition Incentive Programs at market, including Calfresh and Market Match transactions and applications
 - Sell merchandise and maintain responsibility for market inventory
 - **Oversight and Supervision of assistant market managers**
 - Coordinate Arcata Plaza staff schedule
 - Participate in recruitment, training and oversight of staff, interns and volunteers
 - **Regulatory Compliance**
 - Responsible for acquiring and understanding all necessary permits, licenses and certificates necessary for the operation of the market; keep copies of these documents on site; Communicate with inspectors during site visits
 - Understand and Ensure compliance with all California Department of Food and Agriculture Direct Marketing Regulations, Health Department regulations and NCGA Rules & Regulations.
 - Responsible for data collection and entry and submitting CDFA quarterly remittance reports
 - Encourage compliance with market regulations by posting required signage, distributing necessary information for first-time market participants, conducting compliance checks, reminding vendors of regulations as needed, and fielding questions
 - Model and ensure compliance with NCGA values and Community Code of Conduct
 - Resolve member disputes when possible; Make a written note of any disputes or grievances that arise; Refer problems to the Director of Operations, Executive Director or Board of Directors as necessary; Write incident reports as needed

- **Membership (10%)**
 - Have working knowledge of current members, their farms and what they produce
 - Encourage and promote vendor participation and communication
 - Field membership and market participation inquiries, refer as appropriate
 - Attend Fall and Spring membership meetings
 - Facilitate Non-Ag working group meeting and oversee Non-Ag selection process and contracting
 - Participate in other relevant working groups; assist with planning and follow-up
- **Accounting & Administrative Duties (25%)**
 - Collect and count vendor stall fees, association dues, and other transactions for each market day; Keep all money, vouchers, receipts, tracking documents and required notes organized, stored in a secure location, and maintain accurate accounting records for each.
 - Process offsite vendor pouches and submit redemptions; Reconcile market accounting weekly on Mondays or Tuesdays with Director of Operations
 - Fill in data on market summary tracking sheets after completion of market day and resolution of stall fees and merch sales for that market day.
 - Oversee Arcata Plaza music selection and booking process for “Main Season” market dates
 - Attend monthly NCGA manager meetings.
 - Keep a detailed timesheet of hours worked and duties performed.
 - Perform all other related duties as assigned
- **Community Outreach & Marketing (15%)**
 - Assist with PR, advertising, outreach and promotions as needed in partnership with Communications Coordinator, including contributing content to E-News and FM feature
 - Coordinate non-profit tabling applications and tablers
 - Community and Business Sponsorship Solicitation
 - Represent the farmers’ markets and serve as the market liaison with various community partners including but not limited to: market site hosts; State, County and local officials; CalFresh and WIC representatives; outreach program partners; funding partners; local merchants; all interested nonprofits, community groups, associations and individuals
 - Community Partner meetings including market site hosts, program partners, Chamber of Commerce mixers, presentations to volunteer groups, sponsors and others
 - As applicable, engage site hosts and community partners to address beautification, parking, bike access, and accessibility issues
 - Assist with fundraising and events as needed

QUALIFICATIONS

Farmers’ Markets are a dynamic, fast paced work environment. We believe the qualities listed below are representative of the knowledge, skill or ability required to successfully achieve the job responsibilities outlined above. We know candidates will not have all of the qualifications listed here, and we encourage any person who thinks they will be successful in this role to apply. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions. Please refer to the employee handbook for additional details regarding professionalism and best practices.

Physical:

- Must be willing to transport site materials and supplies to and from market
- Must be able to handle the physical aspects of the job, including ability to complete heavy lifting tasks ergonomically. The employee must regularly lift and/or move 25 pounds, frequently lift and/or move 45 pounds, and occasionally lift and/or move more than 50 pounds.
- A valid CA Driver’s License and clean driving record are required for any employee who will drive an NCGA owned vehicle.

Interpersonal:

- Excellent English is essential; basic Spanish is useful.

- Effective communication skills, both oral and written
- Ability to establish and maintain great working relationships with a variety of constituents, including NCGA Board of Directors, members, co-workers, and the general public
- Ability to be kind, courteous and direct to all people regardless of age, ethnic background, religion, gender identity, sex, sexual orientation, disability, political affiliation, economic or housing status
- Ability to manage difficult conversations and conflicting interests/priorities with compassion and groundedness
- Possess a positive & can-do attitude
- Ability to effectively manage multiple staff members at the same time
- Commitment to professionalism in representing NCGA in the broader community
- An authentic desire to serve customers; customer service experience.

Administrative:

- Foundational understanding of local food systems and agriculture, especially food access and food equity issues, small family farming and sustainability
- Competency with mobile technology including tablets and phones
- Skilled with Microsoft Office and Google Suite programs, as well as applications typically used for communications: email, video conferencing (Zoom), membership database (Google Sheets, ManageMyMarket), social media (Facebook, Instagram).
- Basic bookkeeping skills and ability to perform basic math calculations, including accurate mental math and handling cash/counting back change

General work ethic:

- Must be willing to work evenings, weekends, or overtime as necessary
- Ability to hustle and stay focused in a fast-paced environment while thoughtfully engaging with vendors and customers.
- A self-starter with strong attention to detail, and proven experience managing multiple priorities
- Ability to work independently with minimal supervision, as well as part of a team
- Must not have been convicted of a violent crime or registered on “Megan’s List”.

Sample Day

6AM: Mark out vendor spaces, safety infrastructure setup, respond to vendors as needed

8-9AM: Check-in and assign tasks to staff, fully close streets

9-3PM: Sell merchandise, process EBT and Market Match transactions, assist with CalFresh Outreach, answer questions, enforce no dog, no blanket vendor and other market rules, empty trash, delegate tasks to staff.

1PM: Collect vendor stall fees

2-3PM: Pay band, break down the market and pack-up all market supplies

3PM: Finish Clean-up and ensure everyone is packed up; drive around the plaza to collect final supplies

APPLICATION INSTRUCTIONS

This position is being offered as a year-round, part-time position. We will begin reviewing submissions as they are received. Application will remain open until the position is filled.

To be considered for this position, please submit an [application](#), resume, and cover letter along with three professional references demonstrating relevant work experience.

We understand that not all candidates will be able to fully represent their capacities with a standard application package such as this one. Any candidate who wishes to submit alternative materials may reach out to us to discuss the materials they want to submit. Please email info@northcoastgrowersassociation.org with any questions regarding this job announcement or application instructions.