

## **Market Manager (On-Site)**

### **Cobblestone Farmers Market**

#### **Position**

The Cobblestone Farmers Market (CFM), Winston-Salem's producers-only, sustainable agriculture focused farmers market, is hiring a part-time, salaried Market Manager to join the congenial group of Cobblestone vendors and partners in Winston-Salem and the NW Piedmont region. Cobblestone Farmers Market's mission is to significantly increase access to good food and play a significant role in growing our food economy.

The Market Manager's primary responsibility will be the on-site management of the market and of the market's Local Food Access Program (SNAP/EBT, formerly known as food stamps and Farmers Market Nutrition Program WIC transactions), and preparations necessary to provide a seamless market and positive marketplace environment. We seek a motivated, responsible individual who is creative, articulate and who will foster healthy, positive relationships with the CFM vendors, customers, and community partners.

The ideal candidate will be relational and well-organized, self-motivated, interested in a longer-term commitment with the market and living within Winston-Salem and/or surrounding area and with a professional background in small business development, event planning and/or marketing and a passion for sustainable agriculture.

#### **Position Duties:**

- Vendor and community relations
- On-site market management for regular season markets
- Foster a pool of volunteers and/or intern for on-site market support
- Market budget oversight; Local Food Access Program management, including basic recordkeeping
- Internal weekly and/or monthly reports
- Communications: weekly written communication with vendors, customer newsletter, social media (Facebook, Instagram), media outlets, events calendars
- Off-season responsibilities: coordinating vendor farm visits, participating in pre-season vendor meetings
- Outreach to stakeholders and partners, new and sustaining, including for Local Food Access Program
- Special Event coordination, including music and community booth
- Eventually, fundraising and grant writing.

#### **Qualifications**

- Farmers market or small retail experience
- Working with a diverse population
- Small business understanding is a plus
- Experience in managing volunteers and event planning

- Understanding of issues related to community food security and farm-based economic development
- Effective verbal, written and interpersonal communications skills
- Experience growing/producing or assisting with the production of sustainable products
- Spanish language competency and/or fluency is highly desired, but not required
- Ability to work in a fast-paced environment and juggle multiple tasks simultaneously
- Experience working with social media
- Basic website management; photoshop and website design is a plus

### **Requirements**

The Market Manager must have:

- A computer, reliable internet access and a phone
- Reliable transportation and a valid NC driver's license
- The ability to lift 50 pounds
- The ability stand/walk around for 5 hours with minimal opportunities to sit down
- The ability to work outside in all weather conditions, year round

### **Compensation, Time and Classification**

The part-time, salaried position will require between 20-25 hours per week during the market season and an average of 15 hours per week during the weeks before and after market season. Compensation is based on \$15 an hour, up to \$20,000 per year and the candidate's experience.

### **Application Submission and Starting Date**

- Send a cover letter, Resume/CV and provide two references via email to [betaverde.nc@gmail.com](mailto:betaverde.nc@gmail.com)
- Applications will be reviewed beginning on January 20th.
- Candidate ideally would begin position in mid-February, 2018.

### **About Cobblestone Farmers Market**

The Cobblestone Farmers Market, based in Winston-Salem, is a producers-only, sustainable agriculture focused, fully vetted farmers market. Cobblestone Farmers Market traces its origins to the weekday Krankies Farmers Market and the Triad Buying Co-op. In 2012, Margaret Norfleet Neff and Salem Neff expanded the market with the founding of the Old Salem Cobblestone Farmers Market on Saturday mornings. During its first year, the Saturday morning market was recognized by U.S. News and World Report as #11 of America's Best Farmers Markets. Cobblestone Farmers Market is independently funded through vendor fees, personal contributions and grants, operated by Beta Verde, LLC.

The market runs four seasons with the Old Salem market season from April through November, a weekday market in the summer and a Winter Market. Off-season Pop Up Markets are organized based on produce abundance.

CFM is a venue intended principally for the sale of fresh produce, meats, eggs, cheeses and other dairy products, baked goods, canned or preserved foods, and fresh cut or dried flowers, plants and more. Cobblestone Farmers Market launched its Local Food Access Program in 2012.

Currently, Cobblestone gladly accepts SNAP/EBT (formerly known as food stamps) and Farmers Market Nutrition Program WIC and offers Bonus Bucks to encourage supplemental nutrition program spending on local foods. Over \$10,000 in food subsidy and “bonus bucks” were spent with Cobblestone vendors in 2017.