



Job Description - Farmers Market Manager

Apricot Lane Farms is a 234-acre farm integrated within a reawakened ecosystem. With a team that makes the seemingly impossible possible, the farm regeneratively grows more than 200 varieties of fruits and vegetables, and raises sheep, cows, pigs, chickens and ducks with care and respect while working in harmony (or a comfortable level of disharmony) within a dynamic ecosystem. We are seeking a full-time, talented and dedicated Farmer's Market Manager to join our team. The market manager sets the tone and represents the markets both internally and externally to customers and market stakeholders. The market manager must be reliable, self-motivated, and have good communication and customer service skills. The ideal candidate will be an enthusiastic advocate of the local, sustainable food movement.

Job Summary & Responsibilities

The Farmers Market Manager is responsible for the daily operation of Apricot Lane Farms Farmers Markets and Farm Stand. The Farmers Market Manager in collaboration with the Director of Sales will work with market vendors, customers and our Founding Farmers in providing all administrative and sales functions to insure successful markets. The Farmer's Market Manager will oversee the Farmers Market Team and provide hands-on assistance with market set up, break down and clean up.

- Responsible for the daily operations of Apricot Lane Farms Farmers Markets and Farmstand as well as their long-term sustainability
- Work with partners to advertise, promote the market through social media, e-newsletters, and community outreach
- Strategize to increase the market's customer base, business activity, sales and growth
- Design market set-up to accommodate the maximum number of customers with adequate spacing.
- Project expected sales volume and profit for new and existing products
- Build and form new partnerships with potential clients
- Strengthen the local food system via well-run local farmers markets
- Maintain positive relations with both vendors and customers by responding to needs and troubleshooting problems
- Emphasize the sale of high quality produce
- Assure the markets are operated in a timely and efficient manner
- Establish and enforce regular hours of operations
- Be knowledgeable of supply and demand and their direct effect on the markets
- Continuously evaluate the markets' strengths and weaknesses
- Hire, train, mentor and supervise Farmers' Market Representatives
- Market set-up and break-down, including setting up and breaking down tents, tables, chairs and other market supplies as needed.
- Demonstrate knowledge and execution of Apricot Lane Farms Core Values, strategies and goals as employee and Team Lead
- Other tasks may be assigned

Job Qualifications and Skill Sets

- Genuine passion for farmers markets and the products and experience they offer
- Strong written, oral, organizational and communication skills
- Strong knowledge of Microsoft and Google Suite
- Proven leadership experience including providing staff oversight, mentoring and development, and establishing departmental goals and objectives
- Ability to lift 25-30 lbs
- Must possess valid driver's license
- Ability to manage multiple projects and deadlines
- Self-directed but able to work collectively as a team player
- Capable of overseeing a project from start to finish or jumping in mid-stream
- Willingness to work in the elements (heat, rain, cold temperatures, etc)
- Flexible with work schedule
- Marketing skills
- Financial skills
- Demonstrated knowledge and execution of Apricot Lane Farms Core Values, strategies and goals as employee and Team Lead
- Other tasks as needed

Schedule

- Full-time position
- Alternative/flexible schedule

Compensation & Benefits

- \$64,200 - \$75,000 / year
- Health Benefits (Medical, Dental, Vision, Flexible Spending Account)
- 401K with Employer Matching
- Paid Sick Time
- Paid Vacation
- 10 Paid Holidays
- Employee Discount

How To Apply

To be considered, please email your resume jobs@apricotlanefarms.com the following two items with the subject: Farmer's Market Manager Position

- Resume
- Cover letter describing your experience and why you would be a good fit for this position

No drop-ins or phone calls please.