



3451 Cedar Ave S., Minneapolis, MN | www.midtownfarmersmarket.org

Job Posting

Title: Assistant Manager, Midtown Farmers Market

Exempt/Non-exempt: Non-exempt

Program Overview: The Midtown Farmers Market is a community-based, open-air market at 2225 E. Lake Street in Minneapolis. Our mission is to create a vibrant forum in South Minneapolis that connects community residents, artisans, and nearby food producers in a mutually beneficial economic and cultural exchange. The market was founded by the Corcoran Neighborhood Organization in 2003 with the help of many community partners and volunteers from surrounding neighborhoods. Today's market is the result of their vision to create a public marketplace at the transportation hub created by the light rail station at Lake Street/Midtown. The market prioritizes making healthy food easily accessible to its diverse customer base and was the first Minnesota farmers market to accept SNAP-EBT in 2006.

Duties & Responsibilities:

Market Operations: Assist the Market Manager with all essential functions of weekly markets. (35%)

- Set-up, break-down, and clean-up of all market infrastructure, guide vendors to stalls, and maintain a clean, organized, and welcoming market site.
- Provide exceptional customer service, manage the market info booth, process credit card and EBT token sales and income, maintain accurate sales and income records, take customer counts, and assist with other customer engagement efforts.
- Welcome, guide, and build strong relationships with vendors, volunteers, community organizations, musicians and poets, and other market partners.
- Ensure the smooth functioning of the market in the Market Manager's absence.

Marketing and Outreach: Assist the Market Manager in creating marketing and communications strategies, and lead the implementation of those strategies. (25%)

- Promote the market by creating engaging weekly e-newsletters, social media content, blog posts, and website content according to the marketing & communications strategy and schedule.
- Manage the market's social media presence and website.
- Take and maintain a database of market photos.
- Manage all aspects of the Community Table Program including recruitment, scheduling, invoicing and payment, and building strong relationships with community organization partners.

Volunteer Recruitment and Management: Manage the market's volunteer program. (20%)

- Actively recruit and schedule market volunteers through existing and new channels and partnerships.
- Welcome, onboard, and supervise volunteers to ensure the market's volunteer program both meets the needs of the market and provides rewarding experiences for volunteers.
- Employ strategies to acknowledge, retain, and build community among market volunteers.
- Work with Market Manager to schedule market musicians and entertainment for the season, ensuring the talent on the market stage is reflective of our community.

Administrative Duties: (15%)

- Manage token accounting and record keeping. Count cash and market tokens, perform token accounting, and maintain accurate records of token transactions and balances.
- Perform administrative duties including processing vendor applications, maintaining databases of vendors, volunteers, community tables, donors, and other market contacts, assist with mailings, data entry, record-keeping, etc.

Other Duties: (5%)

- Assist with and attend market related events such as committee meetings, community gatherings and market fundraisers.
- Additional tasks as assigned by the Market Manger.

Required Qualifications:

- Ability to work and solve problems in fast-paced, variable environment
- Comfort adjusting to changing work conditions and adapting priorities
- Strong interpersonal, written and verbal communication skills
- Outstanding customer service skills
- Proven ability to build and maintain strong professional relationships with individuals and groups of diverse backgrounds
- Basic capacity to work with numbers, count cash, and maintain accurate counts and records
- Computer competency and familiarity with social media platforms
- Effective time management skills and ability to accomplish duties with minimal supervision
- Ability to lift 50 lbs. repeatedly on a regular basis
- High school diploma/GED equivalent or greater

Preferred Qualifications:

- Background in local food systems and/or community programs
- Somali or Hmong language skills
- Marketing, social media, and/or communications experience
- Experience recruiting, training, and managing volunteers
- Familiarity with MailChimp, WordPress, Google Suite, NationBuilder, or similar platforms
- Associate or Bachelor's degree in relevant field

Hours: This is a year-round, part-time position. The Assistant Manager will work 30 hours per week during the market season from May-October and 20 hours per week during the other 6 months of the year. Early morning, weekend and evening hours are required.

Working Conditions: Approximately 65% in an office setting and 35% outdoors in varying weather conditions with some exposure to the elements.

Compensation: \$14-\$17/hour (commensurate with experience), plus paid vacation, holiday and sick time. No other benefits included.

TO APPLY: Please send a cover letter, resume, and three professional references to info@midtownfarmersmarket.org by Friday, January 19th. Applications will be reviewed on a rolling basis and position open until filled. People of color, LGBTQ+ individuals, women, and veterans are highly encouraged to apply. No phone calls or walk-ins, please.