



Center for an  
**Agricultural**  
**Economy**

Home of the  
**Vermont Food**  
**Venture Center**

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## **OPEN IMMEDIATELY:** Hardwick Farmers Market - Market Manager

The Hardwick Farmers Market (HFM) and the Center for an Agricultural Economy (CAE) are looking for the right mix of market vision and enthusiasm, management and communication skills, and the ability to effectively communicate with a wide range of audiences. If you have marketing skills, strong leadership qualities, and an active interest in our local food system, farms and community, we'd love to hear from you!

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The Hardwick Farmers Market is a community market, supported by the CAE, community members, vendors, and local businesses. The market provides access to locally grown and raised vegetables, meat, and other farm products and artisan wares while enhancing the sense of community within Hardwick and the NEK.

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### **Market Manager Position**

The Market Manager is a part-time contract position with its primary responsibility being the day-to-day operation of the farmers market and pre-season planning. This position requires an average of 12 hours a week for 21 weeks during the market season, which is comprised of on-site presence during all market hours, inclusive of set-up and breakdown, as well as off-site work during non-market hours, plus an average of 20 hours per month in the off-season. In addition, the manager will represent the market to the market's vendors, their customers, and the larger community. The Market Manager will work in close coordination with the CAE staff supervisor.

### **Responsibilities & Tasks**

This includes but is not limited to the following:

#### *Administrative*

- Create and maintain effective administrative systems and data tracking
- Work with HFM Board of Directors and the HFM Executive Coordinator to ensure sound financial management and sustainability of the market
- Develop and maintain market policies and procedures, and keep record of vendor applications and
- Collect vendor fees and make bank deposits; keep Treasurer and President informed of all bookkeeping and reports
- Ensure FM has all licenses and permits needed to operate legally

#### *Operations – during the season*

- Oversee market site and market day activities, including local food events, cooking demonstrations, special events and market stage entertainment
- Track vendor attendance, oversee task assignments and supervise set-up, breakdown and market-hours

- Ensure market is operated in a safe and efficient manner and handle all emergencies and issues that arise
- Monitor vendor products and ensure compliance with FM and Department of health guidelines
- Answer/address all shopper and vendor questions/complaints/concerns

#### *Operations – during the off-season*

- Attract, retain and manage an excellent and diverse mix of local farmers and food producers
- Professional development for market managers (e.g., attending the NOFA-VT Farmers Market conference, VTFMA workshops and roundtables, etc.)
- Work with CAE to seek and maintain market sponsorship for musical entertainment and kids programming
- Market promotions, including print materials and special events
- Oversee market site development with CAE
- Preparations for next season

#### *Promotions and Outreach*

- Expand the customer base of the market using various PR strategies and creative, low-cost marketing
- Measure success of market and communicate it to larger community
- Develop and maintain operations of kids programming and events
- Update website with vendors, news and upcoming events
- Participate in community meetings and activities on behalf of FM
- Seek and get articles about FM published in local news outlets

#### *SNAP/EBT (and Incentive Programs)*

- Coordinate food access activities with community partners, distribute materials, educate at local WIC clinics, senior organizations, and other nonprofits
- Manage market's SNAP program, ensure EBT processing equipment is working
- Ensure market and produce vendors have current contracts to participate in the Farm to Family program and any other incentive programs
- Maintain all record-keeping and administrative duties associated with incentive programs

#### **Skills & Abilities**

- Familiarity with Google Suite products, including Docs, Sheets, and Forms
- Ability to troubleshoot technical issues
- Marketing, social media platforms including Facebook and Instagram, web upkeep
- Ability to lift 40 lbs

The compensation for this role is \$20/hour with an average of 12 hours a week for 21 weeks during the market season, plus an average of 20 hours per month in the off-season.

Please send your resume and a letter of interest to Lotty at [jobs@hardwickagriculture.org](mailto:jobs@hardwickagriculture.org) with Farmers Market Manager as the subject. Position finalists will be asked to provide three professional references.