

Position Description

Position Title:	Albion Farmer's Market Coordinator
Reports To:	Albion Food Hub's Manager
Date:	July 16, 2020
Status:	Seasonal (approx. 5-10 hours per week)
Supervises:	N/A
Travel:	Occasional, minimal anticipated

Position Overview:

The Albion Farmer's Market Coordinator is responsible for the development, implementation and administration of the Albion Farmer's Market and the administration and management of the food assistance programs. The Coordinator works to increase vendor participation and customer traffic through marketing, advertising, networking and social media.

The Albion Farmer's Market mission is to provide a marketplace for farmers/vendors to sell fresh, local and regional food/agricultural products and artisan items to the community. The market is managed by the Albion Economic Development Corporation and the Albion Food Hub and is located in the Stoffer Plaza in downtown Albion, providing vendors and customers a covered area to sell and shop. The market accepts various food assistance programs as well as cash and credit. The 2020 market runs every Wednesday from 4 pm to 7 pm, June through September. This position would work approximately 5-10 hours per week for the season, with 4-5 hours being directly associated with the Wednesday market. The remaining hours would be for administration of the programs, marketing, and recruitment/administration of vendors.

Facebook - <https://www.facebook.com/albionmifarmersmarket>

Key Roles & Responsibilities:

The Albion Farmer's Market Coordinator will be responsible for, but not limited to, the following:

- Assist with the strategic direction, planning and management of the Albion Farmer's Market.
- Manage vendors, collect vending fees, assign vendor spaces, and monitor vendor displays to ensure that all products are displayed in accordance with state guidelines.
- Recruit new vendors to increase product availability and diversity.
- Administer and manage Food Assistance Programs (FAP), including SNAP, Senior Project Fresh, WIC Project Fresh, and local food bank market currency. This requires assisting vendors with product eligibility determination, recording and reporting FAP usage, ensuring vendor repayment, reporting FAP sales to appropriate state agencies and promoting FAP usage at the market.

- Plan and execute monthly special events to drive customer turnout. These events will require coordination of special vendors, music, prepared food service (i.e. food trucks), and special dates/times.
- Publish marketing materials to promote vendors and products and manage the Albion Farmer's Market social media.
- On site management during set-up, operation and tear down on market days. Assist vendors and customers.
- Ensure the market area is clean and safe for vendors and customers.
- Lead and engage a group of volunteers to assist with market activities and operation.
- Collaborate and network with other farmer's markets in the region.
- Assist in the development and implementation of an Advisory Council for the Albion Farmer's Market.
- Other duties as directed.

Knowledge, Skills & Qualifications:

- Dynamic, creative and passionate individual with a strong sense of commitment and teamwork required.
- An Associates degree in a relevant area of study or professional experience in relevant area is preferred.
- Michigan Farmer's Market Association (MIFMA) Market Master Certification Preferred. Required to be certified within 12 months of hire, if position is a part or full time year round position.
- Passion for strengthening the local food system for the community.
- Experience in food programs and Michigan produce seasonality preferred.
- Experience in vendor style markets or farmer markets greatly preferred.
- Entrepreneurial energy, high level of initiative, positive "can-do" attitude, flexibility and teamwork required.
- Demonstration of project management experience required.
- Excellent verbal, written, communication and customer service skills.
- Ability to develop, implement, nurture and evaluate programs.
- Experience in managing and creating relationships with multiple partners, patrons and community groups.
- Possess working knowledge of the internet and proficient use of Microsoft Office Outlook, Word, and Excel software.
- Ability to work both independently and in a collaborative team environment.
- Demonstrate a high level of self-direction and an orientation to achieve results.
- Must have reliable transportation for travel throughout region.

About AEDC

The Albion Economic Development Corporation (AEDC) is a public economic development organization that manages three public corporations which work in close cooperation to encourage a healthy and growing economy for Albion. Through the management of the Tax Increment Financing Authority (TIFA) and the Brownfield Redevelopment Authority (BRA), the corporation works to retain, expand and recruit business and industry to the greater Albion area and strengthen and revitalize the local economy. The AEDC works to transform the local economy through growing and attracting businesses; building workforce capabilities and alleviating conditions for unemployment, and revitalizing Albion's core development centers. The AEDC is responsible for the development and operation of the Albion Food Hub, the Albion Farmers Market and the Albion Business Incubator located at the Albion Industrial Park.