



Farmers Market Manager Job Description

Location: Ypsilanti, MI (in-person work required)

Salary: \$37,500-\$39,500 based on experience, paid time off and health insurance (medical, dental, vision, short term disability, and life insurance) after 90 days

Additional Perks: Free produce, flowers, and seedlings from our Urban Farm

Start Date: September 04, 2023

Schedule: Salaried, average 40 hours/week. Normally Monday-Friday, with Saturday morning and Tuesday evening market days during the season.

Organizational Description:

Growing Hope is a 20-year-old non-profit organization rooted in Ypsilanti, Michigan whose mission is to foster an equitable and sustainable local food system that empowers all people to grow, buy, sell, prepare, and eat nourishing food. We envision a community where all people--particularly those with barriers due to race, class, culture, language, ability, and mobility--have access to nourishing local food that is culturally appropriate and affordable. People can grow and prepare their own harvests, and may earn a living as a food grower, producer, or entrepreneur.

Our areas of work include Youth & Schools, Farm & Garden, Farmers Markets, and Food Entrepreneurship. Our programs primarily emanate from our two main spaces: The Growing Hope Urban Farm and the Ypsilanti Farmers MarketPlace. The Urban Farm is a multi-purpose space used for organic-practice production, garden demonstration, youth and adult education, and events. The Ypsilanti Farmers MarketPlace hosts the Ypsilanti Downtown Farmers Market, the Ypsi Area Online Market, and the Growing Hope Incubator Kitchen.

Our work culture is rooted in our values: Transformation, Education, Justice & Equity, Placemaking, and Integrity. We commit to upholding inclusive practices and policies while creating space for courageous conversations as a staff and within our community. Our aim is to leverage the vast resources already within our community in order to empower and partner with participants and customers. We believe that community members have the ability to make their own decisions about their health and wellness goals and that Growing Hope acts as a conduit, bridging the gap between our community and its goals.

Position Description:

The Farmers Market Manager is a full-time position that oversees all activities under Growing Hope's Farmers Markets programs. This position is responsible for managing, providing supervision and supporting strategic planning and budgeting for the Ypsilanti Farmers Markets and the Ypsi Area Online Market. The position oversees Farmers Market events as well as health and nutrition programs at each location. The position requires coordination with community partners, food vendors, local businesses and individual customers. The position is responsible for helping grow the Farmers Market programs into sustainable, impactful programs that address healthy food access and supporting local food producers and farmers.

Key responsibilities of the Farmers Market Manager include: overseeing all activities of the Ypsilanti Downtown Farmers Market, Depot Town Farmers Market, and Ypsi Area Online Market, marketing to customers and vendors related to Ypsilanti Farmers Markets and Ypsi Area Online Market, data collection and program evaluation (financial records, vendor payments, and vendor and customer surveys), organize healthy food/nutrition education activities targeted to SNAP eligible audience, participate in city, county, state and national meetings and coalitions around healthy food access, food assistance programs, and farmers markets, provide support on fundraising goals, grant writing and reporting, and budgeting.

Responsibilities:

- **Market Operations (45%):** Develop strategy, program plans, timeline and evaluation methods; ensure that program outcomes align with Growing Hope strategic plan outcomes, ensure daily operations run smoothly, address incidents as they occur (safety, personnel, etc.), actively recruit new farmers and vendors, engage vendors to grow or scale their business, implement nutrition education and food navigation programs, interactive food programming, obtain necessary food safety certifications and understand food safety

regulations at Farmers Markets, and seek opportunities to integrate other Growing Hope programs into Farmers Markets.

- **Promotion, Marketing and Outreach (20%):** Develop strategies for promoting and marketing Farmers Market programs, provide direction and feedback on marketing implementation, develop community outreach strategies; provide oversight on events and programming at Farmers Markets, and maintain strong community partners at the Markets.
- **Farmers Market Leadership (15%):** Support strategic planning and visioning of Ypsilanti Farmers Markets, oversee program evaluation plans, advise on market messaging as it relates to Growing Hope marketing/content creation, ensure markets are intersectional and aret aligned with food justice work, supervise any additional farmers market staff, recruit and provide oversight for volunteers, work study students and interns, develop community partnerships, and participate in relevant coalitions and networking meetings to advocate for and promote the Ypsilanti Farmers Market programs.
- **Revenue Generation & Budgeting (10%):** Assist with program budgeting, cash flow & accounting processes, diversify revenue through earned income related to the farmers markets, and provide input and support as needed for grant proposals and reporting.
- **Organizational Support (10%):** Support other programming. Participate in anti-racism and food sovereignty discussions and training, administrative activities (i.e timesheets, expense reports), professional development, weekly staff meetings, and fundraisers and community events.

Qualifications:

- Kind, calm, and open demeanor and attitude towards work, colleagues, and community. Strong conflict management skills.
- Experience with or ability to quickly learn data management software including Microsoft Excel, Google products, and quickbooks.
- Energetic approach to difficult tasks and ideas.
- Skilled oral and written communicator. Comfortable communicating in person, by phone, email, in front of groups, and to a variety of audiences.
- Ability to drive the company truck (valid driver's license and at least four years with no major moving violations).
- Basic understanding of the U.S. food system, the injustices in its structure and function, and the major contributors to that injustice. A deep desire to build a food system that's led by people in our community who are most harmed by the current system (BIPOC, working class, disabled, elderly, etc.).

Qualities that will enhance the application:

- Experience with marketing and/or design.
- Previous experience with Farmers Markets and/or food assistance programs.
- Event management experience.
- Farming or food business experience.
- Previous experience with Growing Hope's programs (Teen, HVG, Farm, etc.)
- Preference given to Ypsilanti-area residents or those willing to relocate to and engage in the Ypsilanti community.

To Apply: Submit a resume and cover letter to apply@growinghope.net. Preference given to applications received by **August 06, 2023**, but the position will remain open until filled. Letters can be submitted in the form of a written document, video or audio format.

Growing Hope encourages people of color and individuals who possess an in-depth understanding of poverty or economic hardship to apply. We welcome a diverse pool of applicants and make employment decisions on the basis of merit. We do not discriminate potential employees based on race, creed, age, physical ability, national origin, sex, gender identity, sexual orientation or marital status. Accommodations will be made so that the application process and position is made accessible for qualified applicants.