



# Peekskill Farmers Market Manager Job Description

## About the Peekskill Farmers Market

The Peekskill Farmers Market is a popular institution that has served the Peekskill community for 30 years with access to fresh fruits and vegetables, pickles, local honey, fresh baked goods (including gluten-free) and organic options, including meat, chicken pork as well as fresh seafood. The governing body of the market is the Peekskill Business Improvement District, which is independent of the City of Peekskill. The BID is led by an elected Board of Directors and managed by a paid part-time executive director.

Almost immediately, the Peekskill Farmers Market became a Saturday morning destination and served as a community gathering place where neighbors could chat with each other and newcomers could meet new friends. Backed by New York State, farmers markets were purposed to help struggling NYS farmers, aid in revitalizing city centers and provide easier access to healthy food choices to all New Yorkers regardless of income level.

Today, the BID oversees the market, provides marketing and advertising support, acts as a liaison to the City of Peekskill and the downtown business community, and selects and hires a consultant to manage the day-to-day operations of the market. The BID's executive director is responsible for the oversight of the market and its consultant staff on behalf of the Board.

The part-time paid manager/consultant receives a base salary. The consultant is subject to an annual renewal each year.

The Peekskill Farmers Market operates outdoors from May/June through November, rain or shine, on Bank Street in the heart of downtown Peekskill. A modest indoor winter version (generally running from January to April) has been held indoors in recent years as well.

**Job Summary:** The Market Manager is responsible for the operation of the Farmers Market, working with market vendors, customers, and other stakeholders and provides all administrative and accounting functions to ensure a successful market.

**Anticipated start date:** May 1, 2020 for pre-market activities with on-site market starting June 6, 2020 (pending city/state approval).

## Job responsibilities:

### Pre-market

- Work with the Board to develop and implement an annual action plan for the market.
- Recruit vendors for the market.
- Design market set-up to accommodate the maximum number of vendors with adequate spacing and social distancing guidelines.
- Develop a budget (revenue and expenses).
- Develop clear emergency procedures in place for accidents, medical emergencies, safety or crime issues, severe weather, or natural disasters.

- Assist with promotion of the markets: radio spots, interviews, public relations, etc.
- Co-administer Peekskill Farmers Market Facebook page and other social media.
- Prepare monthly Market report.

### **Market Day**

- Actively manage market operations from set up at 6am to final clean up (usually done by 3:00pm).
- Be present and visible at the markets to answer questions, assist vendors as needed, maintain public order and identify any potential hazards or problems to ensure a clean and safe environment.
- Be aware of the rules/guidelines; make sure all vendors and other users are abiding by the rules.
- Interpret and apply the market rules for vendors and others in a consistent and fair manner.
- Settle conflicts in a diplomatic manner.
- Place market signs and barricades where appropriate.
- Ensure patron compliance with any existing or new COVID-19 precautions.
- Direct and supervise volunteer activities.
- Direct and supervise special events, musicians or other activities associated with the market.
- Continually evaluate the markets strengths and weaknesses.
- Conduct customer surveys, track overall sales, and monitor for potential improvements in daily logistics, outreach efforts, and product selection.

### **Vendor Relations**

- Understand and uphold market rules and policies.
- Collect and account for vendor payments; issue receipts and account for same.
- Actively recruit and support vendors, handle all vendor communications.
- Ensure all vendors complete an application form, pay required fees and submit insurance forms and other licenses as required.
- Ensure vendor compliance with health department requirements regarding food safety.
- Ensure vendor compliance with any existing or new COVID-19 precautions.

### **Skills and abilities**

- Some background in managing farmers markets or other outdoor vendor events.
- Able to work with minimal direction.
- Excellent interpersonal skills, including tact, and negotiation ability.
- Clear and organized work habits, positive attitude, flexible.
- Excellent oral and written communication skills.
- Creative problem solver.
- Skilled in program development and management.
- Ability to collect and analyze data about the market.
- References required.
- Spanish-speaking a plus.
- Farmers Market Certification a plus.

### **BID Responsibilities**

- Approval of market budget and monitoring of market expenses and income.
- Active support, problem-solving, crisis communications, and coordination with the BID's Executive Director.

- Assistance in coordinating necessary licenses and permits with City of Peekskill; serve as liaison with the city on all city-related matters.
- General oversight of market progress towards stated goals.
- Promotion of the market.

Please send a cover letter, resume and the contact information of three references by mail or email to: Bill Powers, Executive Director, Peekskill Business Improvement District, PO Box 206, Peekskill, New York 10566 or to [peekskillbid1@gmail.com](mailto:peekskillbid1@gmail.com).