



# MARKET MANAGER POSITION DESCRIPTION TEMPLATE

## Introduction

It is important to create and maintain an accurate market manager position description in order to set and communicate clear expectations for the person managing the market. This template is intended to be adapted to fit each market's unique situation by including the market's mission and values, information about the structure of the Operating Organization<sup>1</sup>, and the expectations for the manager's schedule. Responsibilities and qualifications can be added and removed depending on the needs of each market.

This template can be adapted for a volunteer or a paid market manager position. Offering background information about the market and setting clear expectations for all managers is essential. If the position is paid, it is very important to include compensation information in the position description in order to create a fair and equitable hiring process.

Market Mission and Values:

If applicable, information about the market's Operating Organization:

Market manager reports to:

<sup>1</sup> An Operating Organization is an entity that makes management decisions about the market, likely including hiring/supervision of the market manager, hosting the market's decision-making body, selecting vendors, etc. Examples: local government, nonprofit organization, university, health care organization.



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## Schedule

- Specify availability during market hours and expectations for work outside of those hours
- If the market is not open year round, specify expectations during the market season and during the off season

## Type of Position

- For example, independent contractor, full time or part time employee, hourly or salary compensation, etc.
- Please note that the difference between an independent contractor position and an employee position has legal, tax, and organizational implications. [Michigan.gov Resource: Independent Contractor or Employee](#)

## How many hours the person is expected to work during a specified time period

- For example, part time (20 hours per week), full time (40 hours per week), 500 hours during a 6 month season, etc.

## Compensation

- For example, annual salary, seasonal stipend, hourly wage, etc.
- List benefits offered, including health insurance, paid vacation, paid sick leave, retirement contributions, and/or other perks



**List market manager responsibilities, which may include the following:**

- Recruit vendors
- Collect and review vendor applications
- Assign vendors spaces and/or design the market layout
- Collect vendor fees
- Recruit, train, and supervise market staff and/or volunteers
- Ensure all applicable licenses, permits, and insurances are secured for the market
- Develop market policies
- Enforce market policies
- Document market processes (i.e. keep a legacy binder or operational instructions)
- Advertise and promote the market
- Determine market hours and days of operation
- Develop and maintain positive customer relations and periodically solicit customer feedback
- Manage and address conflicts within the market
- Recruit and recognize sponsors
- Report to a market governing body
- Collect and analyze market data
- Facilitate financial transactions as applicable: food assistance programs (SNAP, Double Up, Senior Project FRESH/Market FRESH, WIC Project FRESH), credit/debit, etc.)
- Prepare for and respond to emergencies at the market
- Manage the market's finances
- Organize events, entertainment, and/or special programs
- Develop and maintain partnerships that support the market
- Conduct market fundraisers and/or solicit donations

**List preferred qualifications, which may include the following:**

- Strong organizational skills and attention to detail
- Ability to work independently
- Ability to work collaboratively
- Passion for and commitment to the community
- High-quality communication skills, including both written and verbal
- Problem-solving skills and creativity
- Conflict prevention and resolution skills
- Knowledge of technology necessary to complete job requirements (Microsoft Office Suite, social media platforms, etc.)



**List preferred education and experience, which may include the following:**

- Experience with farmers markets and/or knowledge of local food systems
- Event planning and coordination
- Financial management
- Customer service
- Supervision of staff and/or volunteers
- Education or training related to the position such as MIFMA's Market Manager Certificate
- Program certification (or willingness to complete it within the first year)
- Food safety certification (or willingness to complete it within the first year)
- CPR/AED and First Aid certification (or willingness to complete it within the first year)

**Describe the physical demands of the position. It is recommended to mention reasonable accommodations offered to support individuals with disabilities to accomplish the duties of the position. The demands may include the following:**

- Ability and willingness to work outdoors in various weather conditions
- Extended periods of standing and walking during market hours
- Possession of a driver's license and ability to drive a vehicle
- Ability to lift and move objects up to a certain weight (for example, 40 pounds if the market's tent weights are 40 pounds)

**Contact Information and How to Apply**

Include contact information for questions and submission of application materials. Specify instructions for applying (request resume, cover letter, and/or references) and include a deadline for submission.

**Examples of Market Manager Job Descriptions**

- [Market Manager Responsibilities](#), Farmers Market Coalition
- [Allen Farmers Market Manager and Food Pantry Manager](#)
- [St. Louis Farmers Market Manager](#)



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