



Market Director Job Description

Job Summary

The Market Director works with the Board of Directors and other market staff to develop and maintain the Hollywood Farmers Market and the Lloyd Farmers Market. The Market Director is responsible for understanding the big picture strategy for the market, and works on creating strategic goals for vendor management and market development (which includes fundraising, special programs, and local business relations). The Market Director works with the staff and board to maintain focus on these goals and drive them toward completion throughout the year.

The market staff is team-oriented. Each member of the staff contributes to maintaining administrative organization. The Market Director coordinates staff workload, facilitates weekly team meetings to improve communication and teamwork, and works on identifying administrative systems that could be improved.

In the spirit of teamwork, the Market Director actively collaborates with market staff and the Board of Directors on all aspects of the market. The Market Director attends committee meetings, staff meetings, and works with local community partners. The Market Director reports to the Board of Directors, and is managed by the Staff Committee.

Duties and Responsibilities

Team Management: The Market Director directly manages the performance of all staff, including seasonal or program employees. The Market Director is accountable for maintaining workload balance among staff, and ensuring that staff meets performance expectations. The Market Director leads weekly staff meetings, focused on aligning priorities and maintaining clear communication within the team.

Strategic Direction: In collaboration with the Board, the Market Director drives the strategic direction for the markets. This part of the job includes participating in and executing the strategic plan, with a focus on market sustainability.

Vendor Management: The Market Director is responsible for developing the organization's vendor strategy for both markets. Once approved by the board, the Market Director then leads the execution of this strategy throughout the year. The Market Director manages the vendor selection process for winter and summer markets at both locations. Throughout the year, the Market Director manages market day vendor support, vendor communications, and vendor support tools. The Market Director will also lead market curation with input from the Market Coordinator, vendor committee, and the board, and attend to details such as market footprint and

timing for both markets.

The Market Director is responsible for drafting a set of vendor rules & regulations for board approval. Throughout the year, the Market Director is responsible for overseeing the enforcement of these approved rules & regulations.

The Market Director is expected to attend each market (Saturday and Tuesday) throughout the year, except for planned vacation days.

Development: The Market Director drives the organization's development strategy. Doing so entails assessing existing mission-driven programming, as well as identifying new opportunities for growth and development. Once approved by the board, the Market Director leads and oversees the execution of the strategy throughout the year in concert with the Development committee. The Market Director will manage our food assistance and access programming, and will also lead efforts to build a strategic network with local businesses. The Market Director works in collaboration with the Development Committee to create and carry out fundraising efforts.

Financial Management: The Market Director drives financial management of the markets in concert with the Treasurer. These duties include submitting and managing a list of budget items that correspond to their roles and responsibilities and providing support and feedback on the Market Coordinator's budget. In addition, the Market Director provides support and feedback to the Market Coordinator regarding ongoing contracts (such as rent, cell phone, toilet) and the office supplies needed.

Qualifications and Experience: The Market Director must be able to think big-picture, taking into account the varied components of Hollywood Farmers Market, Lloyd Farmers Market, and the organization as a whole and understanding how the markets fit together. The Market Director should be a strategic thinker with the ability to assess what is working well, what needs improvement, and envision novel approaches to under-performing aspects of market operations. The Market Director must also be resourceful and research-oriented, seeking best practices and collaborative solutions.

The Market Director must have strong management and interpersonal skills and be able to communicate effectively with a diverse group of partners, including farmers, consumers and community organizations. The ideal candidate will be self-motivated and able to work well in groups and independently. The Market Director should have a strong commitment to creating an inclusive and non-discriminatory environment for staff, vendors and consumers.

Required:

- ☐ Program development and coordination experience.
- ☐ Experience working in farmers markets or managerial experience in food systems-based organizations.
- ☐ Fundraising experience.
- ☐ Management experience.
- ☐ Technical skills, including experience with Excel (or equivalent), WordPress, Constant

Contact (or equivalent).

Required Certifications and Licenses: This position requires a valid driver's license with clean driving record. A valid food handler's card and CPR training must be obtained within a month of hire. The Market Director will need to participate in Farm Direct Nutrition Program training.

Supervisory Responsibilities: The Market Director is responsible, in partnership with board members, in the hiring, onboarding, training, supervision, and evaluation of the Market Coordinator and Token Program Assistant.

Work Environment: Staff is expected to work in a variety of environments, including but not limited to farmers markets, board and committee meetings, and the Hollywood Farmers Market office. Both the Hollywood and Lloyd Farmers Markets are year-round, outdoor markets.

Physical Requirements: Hollywood Farmers Market and Lloyd Farmers Market are both year-round markets. Staff members must be willing and able to endure long days in the elements. Set-up and breakdown of market involves lifting, moving, and assembling large tents, as well as assisting farmers with heavy lifting. Staff members must be able to safely lift up to 50 lbs., as well as squat, reach, and spend long hours standing.

Hours and Pay Schedule: This is a year-round, full time (40hrs/week) salaried position that is paid bi-monthly. The Market Director must be available to work the hours that markets are open. The Hollywood Farmers Market is open every Saturday, April until Thanksgiving, and two Saturdays per month December through March. Both staff members are expected to attend this market, unless other arrangements are made with the Staff Committee. The Lloyd Farmers Market is open year-round every Tuesday; only one staff member is expected to attend this market, as determined by the Market Director.

Salary: Salary range is \$40-45,000 depending on experience.

To Apply: Applicants should send a resume and cover letter to staff@hollywoodfarmersmarket.org. We will begin considering applications Wednesday, May 29th, 2019.

It is the policy of Hollywood Farmers Market to provide equal employment opportunities to qualified individuals without regard to race, sex, sexual orientation, color, religion, age, pregnancy, national origin, disability, veteran status, genetic information, or any other protected class. We value the diversity and the uniqueness that each employee brings to the workplace. It is the policy of HFM not to discriminate against qualified individuals with disabilities in regard to application procedures, hiring, advancement, discharge, compensation, training, or other terms, conditions, or privileges of employment. It is the policy of HFM to comply with all laws concerning the employment of persons with disabilities.