

2018 Site Coordinator Position--Middlebury Farmers' Market

The following tasks will be conducted for every Saturday market May-October:

Attend all Saturday markets- attendance at the beginning and end of all markets is expected. It is Site Manager's responsibility to arrange for, and compensate a capable sub when they cannot attend. Arrive by 7:30 am for Saturday markets.

Correspond with vendors - Coordinate with temporary, substitute and fair-weather vendors before each market to ensure maximum occupancy at the market.

Place Vendors- Place vendors in accordance with the beginning of season map supplied by the Site Committee. Once season is up and running, place new vendors accordingly, based on products sold, available space and seniority.

Maintain the site- Inspect site prior to market for cleanliness, any existing damage or abnormalities (report to Site Committee Chair or President if needed).

Collect Fees and Sales Data- Every market collect, record and prepare fees and deposit with Board Treasurer using proper forms, envelopes and procedures. Collect sales data slips from all vendors. Exercise accuracy and confidentiality to successfully maintain financial records

Be familiar with MFM Policies and Member Agreement- Become familiar with VT Agency of Agriculture and Farm Markets rules and regulations concerning sales of goods at market.

Steward Strong Communication- maintain and encourage all to keep open channels of communication. Be able to direct comments and questions to appropriate people. Keep market journal with weekly reports of sales, weather and other related observations. Help Board fulfill any obligations for grants, etc. Give report at Annual Meeting.

Cordial Supervision of the Site- Monitor and maintain traffic flow. Circulate and communicate with vendors and customers. Ensure market rules are being followed. Be aware this position represents the entire membership of the market. Practice professionalism at all times. Maintain confidentiality at all times.

Compensation: \$2000 for the summer season (May-October). Paid bi-weekly.

2018 Market Signage Position—Middlebury Farmers' Market

MFM is seeking an independent contractor to handle signage for our summer farmers' market. Tasks will include:

Set up signs- Ensure the placement, removal and safe storage of all MFM signs around town and in front of market to ensure maximum awareness of the market on market days. All signs up by 8:30 am, down by 1:30 pm.

Set up flags- To assist with traffic flow at the market, set up all applicable flags and directional signs. Remove at end of market and safely store.

Special Event set-up- Assist with set up for Special Events and/or Guest tent when needed.

Inventory- Keep a current and up-to-date inventory of all signs.

It is the responsibility of the Market Signage person to assign and compensate a replacement if they are absent.

Suitable Vehicle and Proof of Auto Insurance required.

Compensation: \$1760 for summer season (May-October). Paid bi-weekly.

2018 Market Promotions Position- Middlebury Farmers' Market

Weekly tasks:

Website and Social Media-

- Monitor MFM website for accuracy and relevancy. Contact site developer to ensure professional presence.
- Maintain and administer Facebook and Instagram pages. Reply to relevant comments/questions and post twice per week minimum during summer season. Make timely posts to ensure customer awareness of special events.
- Use vendor members to post on Front Porch Forum at least 4 times over course of summer season.

Print Media- Update ads weekly at local newspaper.

Music- Arrange musicians weekly. Communicate with Site Manager for placement.

Other tasks:

Posters/cards- Distribute posters and cards at locations selected by Promotions Committee.

Promotional Events- Work with Promotions Committee to plan, advertise, and execute a minimum of three special events (Strawberry Fest, Dairy week, and Apple Fest for example). Document and promote all promos. Communicate well with Site Coordinator for special events.

Financial Accountability- work closely within the budget set forth by the Promotions Committee. Give a report to the Promotions Committee half-way through summer season.

Compensation: \$1200 for season (May-October) paid in four installments.