

2018 Market Master Job Description

Position: S.W.P., L.L.C. d.b.a. Field Fresh Farmers Market is seeking a strong and collaborative Market Master to manage the week-to-week activities of the Field Fresh Farmers Market, at The Great Frederick Fair, for the 2018 season. This position reports to the ownership of the market, John Sexton, Katherine Phillips and Gwen Whitmore.

Core Responsibilities:

- **The Market Master is expected to attend all Field Fresh Farmers Markets for the 2018 season. Market days are held each Sat. beginning April 28, 2018 through November 17, 2018, with the exception of two Saturdays in September, Sept. 15th and Sept. 22nd, and the Holiday Markets, Dec.1st, Dec.8th and Dec.15th, which attendance will be required. Attendance will be required between the hours of 8:00 a.m. and 1:30 p.m., with extended hours possible, on Opening Day, and other days, if unusual set-up or preparations are required, to facilitate Special Events held at the Market. Any absences need to be authorized by the Ownership, who will either assume or reassign Market Master responsibilities for the day. No compensation will be awarded to regular Market Master for these absences.**
- **Works collaboratively with the Ownership to identify concerns and issues and make suggestions for positive changes to rectify any problem or complaint or to suggest any change that would further enhance the Market as a whole.**
- **Put up and take down weekly signage in a timely manner and maintain it throughout the year in good condition.**
- **Manages the Market Information Tent each week, to include set-up and take down of Market tent, tables, printed information, etc. Other duties as**

assigned including but not limited to gathering e-mail addresses for the market customer information database.

- Will be responsible for Market layout and vendor placement and make sure that vendors are abiding the rules of the Market according to the Rules and Regulations of Field Fresh Farmers Market.
- Communicates with all vendors on at least a weekly basis to know which vendors will be attending each week and get to current information as to what products vendors will be offering. Forward product information on to Media Specialist as to what is being offered for the current week.
- Channels information for monthly e-newsletter to specified media person adhering to strict deadlines.
- Plans, coordinates, and executes special activities during the season for the Field Fresh Farmers Market. A minimum of four events is required. These events and their expected cost will be approved by ownership. They should be planned with the intent to entertain, educate, or attract customers to the market and be focused to compliment the atmosphere and very nature of a producer only market. These special events may be coordinated around key holidays, or seasons, or designed to keep attendance higher in the later months of the Market.
- Be responsible for taking pictures each week of vendors, their offerings, special events, etc. Collecting pictures and information sent by vendors and redirecting them to Media Specialist in a timely manner. Additional posting responsibilities may be required such as posting to Insta-gram etc.
- Additional duties as assigned.

Qualifications (Market Master)

- **Strong passion for the mission and vision of the Field Fresh Farmers Market and the Ownership.**
- **Excellent interpersonal, networking and communication skills with all constituents including the Ownership, Farmers/Producers, Marketing Specialist, Government Agencies, and the Public.**
- **Strong verbal and written communication skills including public speaking and media outreach, including social media.**

Compensation Package

- **This is a part-time Contractual position (April 28, 2018-November 28, 2018 plus three Holiday Markets, Dec. 1st, Dec. 8th and Dec. 15th) which involves work on weekends and evenings and requires approximately 10 hours per week. This is only an estimate, of expected time required, Contactor(Market Manager), is expected to complete all assigned duties, regardless of the time it actually takes them to complete all tasks. All reporting of income, for tax purposes, will be responsibility of Sub-Contractor (Market Manager).**
- **Submit resume and bids for position and/or direct questions to contact@fieldfreshfarmersmarket.com.**
- **Only serious applicants need apply.**