



Hyde Park Farmers Market Manager

POSITION: Hyde Park Farmers Market Manager
EMPLOYMENT TIME PERIOD: June 1 through September 26, 2021
EMPLOYMENT TYPE: Part-time, seasonal, 1099 independent contract
REPORTS TO: SSA Program Administrator and SECC Executive Director
COMPENSATION: \$25/per hour
HOURS: 7-10 hour per week, Sundays Required*

Position Overview

The **Hyde Park Farmers Market (HPFM) Manager** is responsible for daily operations of the Market from opening day through the last day of the Market, **Sundays June 13, 2021-September 26, 2021 from 7:30am-2:30pm**. The SECC and Special Service Area #61, who co-produce the HPFM, relies on the Market Manager to be its liaison with and between all parties served by the market. The Market Manager will be required to open the Market area each Sunday by marshalling the farmers/vendors to their assigned areas and ensuring that set up and breakdown of the market is carried out in a prompt and orderly manner. The Market Manager is the “go-to” person for vendors and visitors during market hours and is the representative on site. The position requires personal confidence and the ability to effectively communicate with a variety of people including vendors, visitors, stakeholders and more.

Specific Responsibilities and Qualifications

The HPFM Market Manager position requires a variety of interpersonal and technical skills to work effectively with farmers/vendors, visitors, and community partners. It is critical that the Market Manager have the following skills to perform the job effectively:

- Must have experience working in a nonprofit and strong familiarity with Hyde Park and surrounding southside communities. Experience working in a farmers’ market, community garden or other customer service or special events required.
- High School Graduate, Some College or College Graduate Preferred.
- Must be at least 18 years of age.
- Must have reliable transportation.
- Organizational skills and attention to detail are key.
- Effective problem-solving and creative thinking skills.
- Self-motivation and high verbal and written communication skills.
- Certification in First Aid and CPR preferred. The SECC will pay/reimbursement for a 3-hour certification.
- Marketing skills preferred, but willingness to learn is very important.



General Market Responsibilities

- Develops and maintains good working relationships with fellow market team members, each farmer and vendor, consumers, and community members, groups and organizations.
- Help update and prepare vendor applications, market rules and policies.
- Assists vendors, community representatives, and consumers by providing market-related information, conflict resolution, and general aid as appropriate.
- Enforces market rules.
- Communicate weekly with the SECC Staff.
- Manager may occasionally assist vendors by providing limited set up help, brief personal breaks and by assisting vendors with sales during especially busy times.
- Stress the sale of high-quality produce. Monitor each farmer/vendor products and encourage them to market only high-quality goods, not excess or leftovers.
- Assure the market is operated in a timely and efficient manner, and that sales occur only within the specific market hours. Establish and enforce regular hours of operation.
- Settle or prevent disputes among the farmers/vendors as well as disagreements arising between shoppers and farmers/vendors over prices or correct weights of produce. Be friendly, courteous, and consistent in all dealings with both farmers and consumers. Do not play favorites.
- Ensure emergency procedures are followed for accidents, medical emergencies, safety or crime issues, severe weather, or natural disasters. Follow a chain of command in case communication is compromised by power outages or evacuations. Have quick access to a first aid kit and, in some cases, a fire extinguisher. Knowledge of first aid and CPR is beneficial.
- 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.
- Operation of the Market Manager's table/area includes:
 - Displaying and distributing educational materials
 - Collecting consumer contact information
 - Displaying and distributing promotional materials
 - Hosting guest participants, non-profits or events
 - Manage the EBT Terminal with and promoting the SNAP program
 - Submit SNAP vendor reimbursement list to SECC staff weekly.
 - Identifies and either initiates or recommends follow-up communication with area businesses and community organizations, as well as local police or other municipal employees, who may provide assistance or involvement in the market.

Education and Outreach

- Works with SECC staff to promote the market.
- Raise consumer and community consciousness about the Market and its role in the greater Chicago/Hyde Park food system through conversations and targeted activities.
- Educates consumers about locally grown produce.
- Establishes a consistent space to set up and operate the market manager's table/area and display materials.



Market Logistics

- Arrive PROMPTLY at 7:30am before opening to coordinate market set-up and remain at market until all vendors have left, roughly at 2:00pm (usually no more than 1 hour after market closing except on rare occasions).
- Ensures safety and cleanliness of the site before, during and at the conclusion of each market. Compliance with all social distancing rules. Includes set up social distancing markers, barricades/barriers.
- Place directional signs promoting the market around the community at key locations prior to opening on each market day and removes those signs at the close of market.
- Maintains and transmits the daily records and reports required by HPFM to the SSA Program Administrator on a weekly basis.
- Set up Market Manager Table with all required LINK equipment, site binder, social distancing rules and other promotional materials such as literature and shopping bags.

General Requirements

- Managers are required to be available for cellphone contact with SECC/SSA staff on market day and for regular e-mail contact throughout the duration of their employment. Manager must be willing and able to work outdoors and to safely lift and carry 50 pounds. The position requires the ability to work independently as well as inter-dependently with a team of other staff members.
- The Market Manager's general responsibilities include but are not limited to fostering community support for the market, helping promote the market, set up and clean up, vendor communication and keeping accurate weekly records of market activities.
- A successful Market Manager will understand both the vendors' and the consumers' needs and, in conjunction with the SECC/SSA 61 team, design and implement strategies to meet these needs.
- The Market Manager is required to be on-site at the market for the duration of the weekly timeframe and available to vendors and consumers before, during and at the close of the market. Assistance will be provided, if needed, to the Market Manager, by a member of the SECC Team.

To apply, please send cover letter and resume by e-mail to:
Diane Burnham, SECC Executive Director at diane@secc-chicago.org
Deadline to Apply: Friday April 30, 2021
Position Starts: June 1, 2021