



FARMERS MARKET MANAGER (Full-Time)

Upper Merion Township, located in King of Prussia, PA is looking for an energetic and highly motivated **Farmers Market Manager** who will report directly to the Marketing and Special Events Manager and will be responsible for planning, implementing and directing the daily operations of the Upper Merion Farmers Market in order to exceed the expectations of market patrons and vendors. The **Farmers Market Manager** also plans and markets events, performances, demonstrations, vendors and other activities to enhance the market experience.

The **Farmers Market Manager** will be responsible for (including, but not limited to):

- Ensures the Market is properly set up, broken down and clean at beginning and close of each event.
- Serves as liaison to the Farmers Market Advisory Board; participates in planning and public meetings.
- Provides oversight and proper staffing for the on-site information booth; develops Market procedures.
- Manages vendors including: maintaining compliance with local, county and state regulations, recruitment and retention, resolving conflicts, scheduling, and maintaining outstanding service.
- Coordinates with the Township Finance Department to collect, reconcile and process all income, vendor fees, "market money" management, and operation of the market's EBT/SNAP program.
- Recruits and schedules all weekly volunteers, performers, artisans, special guests.
- Maintains a database of vendors, including all contact information, insurances, licenses and permits required for the sale of products.
- Coordinates with the Township Public Information Office and the Marketing & Special Events Manager for all upcoming events, promotions and activities. Also provides a summary of all activities on a weekly basis for promotional publications.
- Develops and finds effective ways to disseminate monthly and annual calendars of events.
- Enforces Market rules and regulations and either addresses violations at the time of infringement, or informs the Farmers Market Advisory Board of the violations.
- Develops and adheres to an annual budget for the Market; designs a Market map for each Market.
- Responsible for sponsorship acquisition and explores grant opportunities and partnerships.
- Supports production and publication of digital and print promotions and marketing materials for the Upper Merion Community Center programs, membership drives, corporate marketing and events; support may include evening or weekend hours.
- Creates signage, flyers, promotions, email campaigns, online and social media promotions, etc.
- Writes short articles, ads for brochures, presentations, and e-Newsletters.
- Responds to all public inquiries related to the Farmers Market via telephone, email, and written correspondence and/or onsite inquiries.

Minimum Education, Training and Experience Required:

- BA or BS degree in Park & Recreation Management, Business Administration.
- 3+ years of program/events planning and management; strong computer skills in graphic design, social media, Web design, Adobe Photoshop, Acrobat, Illustrator, InDesign; strong photography skills.

How to Apply:

- For immediate consideration, applicants should complete an employment application by visiting <http://www.umtownship.org/index.aspx?nid=909> and submit the **full job application, cover letter and resume** via email to: hr@umtownship.org. Applications will be accepted until position is filled.

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