

Capital City Farmers Market Job Description

Winter 2018/2019

Job Title: Capital City Farmers Market Promotion and Marketing Manager

Reports To: Capital City Farmers Market Board of Directors

Consults With: Capital City Farmers Market Site Manager

Job Purpose: To promote, market and enhance the vibrancy of the Capital City Farmers Montpelier Farmers Market. (CCFM)

Overview

The Capital City Farmers Market is one of Vermont's oldest and most recognized venues for local farmers, agriculturally related producers, and craftspeople, at which they display and demonstrate their varied products for sale on a year-round schedule. The Promotion and Marketing Manager position as outlined below will be required to oversee, and improve on a continuous basis, the immediate and the long-term viability of this vital resource for the Central Vermont community.

Promotion and Marketing Manager Essential Functions and Responsibilities (85%)

The Promotion and Marketing Manager is responsible for maintaining the vitality and viability of the Market by performing the following:

- Develop promotion and marketing strategies that will assertively and effectively promote the Capital City Farmers Market on an on-going basis.
- Identify potential for grants and other fundraising sources and complete the application process for each as directed by the Board of Directors.
- Build/grow the Market's social media presence and utilize print, radio, television and other electronic venues.
- Maintain the Market website, keeping vendor information, dates, and the special events calendar current.
- Develop, create and update marketing materials for electronic and print distribution.
- Strategize a feedback loop from existing vendors on a weekly basis; present findings to Board of Directors.
- Develop ideas and identify sponsorship opportunities for special events throughout the vending season and present them on an ongoing basis to the Board of Directors.

Other Duties and Responsibilities (10%)

- Attend each Board of Directors meeting and be prepared to report promotion and marketing metrics, areas of noticeable growth and improvement, and opportunities for events and fundraising.

Professional Development (5%)

- Interface with the Vermont agricultural community through affiliation with organizations such as VT Agency of Agriculture, NOFA, Farm Bureau and other similar relevant groups.
- Keep abreast of developments in the realm of fundraising and grant writing.

KSAs (Required Knowledge, Skills, and Abilities)

- At least three years prior experience working as a promotional or marketing manager
- Three years marketing and fundraising experience required.
- Demonstrate strong working knowledge of the typical functions of a promotional and marketing manager
- Proficiency in communicating through the English language in a timely and professional manner
- Working knowledge of Microsoft Office, including Word and Excel and other software as necessary
- Ability to interface with a wide variety of personalities in a courteous and professional manner

Qualifications

- Preferred, but not required: Associates degree or higher (from a recognized institution of higher learning)
- Demonstrate strong interest in agriculture and the local food movement
- Prior experience in non-profit management or other related management role
- Provide at least three positive contact references from prior employers or other relevant parties
- Be willing to undergo background check including contact with prior employers, credit and law-enforcement agencies

Management responsibilities

- The Promotion and Marketing Manager is responsible for designing and implementing a successful promotion and marketing strategy for the Capital City Farmers Market. The CCFM membership is made up of full-time farmers, craftspeople, prepared food purveyors, and others similarly situated. They, and the Board of Directors are unable to provide more than part-time advice and assistance. For practical purposes the Manager and the promotional and marketing programs that they design are an active and professional part of the public face of the Market. Superior performance in the various assigned roles is of paramount importance and is the primary responsibility of this position. Performance will be monitored on an ongoing basis by the Board of Directors and/or its designees.

Working Conditions

CCFM does not provide office space. The position of Promotion and Marketing Manager is to be considered home-based. This is a part-time position. Pay is commensurate with experience.