



MASSACHUSETTS HORTICULTURAL SOCIETY

Horticultural Center at Elm Bank • 900 Washington Street • Wellesley MA 02482 • 617-933-4900 • MassHort.org

January 14, 2012

JOB POSTING

POSITION TITLE: Wellesley Farmers' Market Manager

REPORTS TO: Operations Director (volunteer), Executive Director (Mass Hort)

WORKS WITH: farmers, market volunteers, market operations committee members who are handling specific areas of the market (long term operations, farmer solicitation, marketing, programming, volunteer coordinator), operations and steering committees for the Wellesley Farmers' Market, Whole Foods Market, Inc. staff, Town of Wellesley Health and Police Departments staff, Mass Hort staff, and the public

DURATION: April to December, Market Season is May - November

POSITION TYPE: Manager

HOURS: 10-15 hours per week during the season

PROGRAM DESCRIPTION: Wellesley Farmers' Market

The Wellesley Farmers' Market is a program of the Massachusetts Horticultural Society. The market will include approximately ten (10) farm stands and will be based in the Whole Foods Market, Inc. parking lot (Rt. 16 and State Street, Wellesley) every Thursday afternoon from May to early November. In addition to providing the central location for the market, Whole Foods Market, Inc. will assist the market with marketing communications. The market's programming will include outreach to several Wellesley and Mass Hort constituencies.

JOB RESPONSIBILITIES:

- Coordinate and set up manager's tent and make sure the Farmers' Market space is clear of cars and ready for business
- Assign selling spaces as per direction of the board. It is recommended to keep vendors in the same space throughout the season to avoid both vendor and shopper confusion
- Stress the sale of high quality produce. Monitor each farmer's products and enforce the rules and regulations as set forth in the contracts
- Assure the market is operated in a timely and efficient manner and that sales occur only within the specific market hours
- Settle or prevent disputes among the farmers as well as disagreements arising between shoppers and farmers over prices or correct weights of produce
- Public relations: friendly, courteous, and consistent in all dealings with both farmers and consumers
- Communications: updating the Operating and Steering Committees of the market's conditions, providing them with relevant data on estimated vendor sales, market income, and feedback from customer and vendor surveys
- Work with committees to review, update, or create market rules, strategies for future growth, and partnerships with other organizations

- Develop emergency action plan for the market with procedures in place for accidents, medical emergencies, safety or crime issues, severe weather, or natural disasters. Establish a chain of command and a phone tree 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
- Off Season: work on program or activities as required with an agreed number of hours per week

QUALIFICATIONS:

- GED
- Retail experience
- Excellent logistical and organization skills
- Conflict resolution and problem-solving skills
- Creative thinking and the ability to multitask
- Self-motivated and enthusiastic
- Excellent communications skills and the ability to effectively communicate with a wide range of audiences
- Marketing skills
- Financial skills
- Track record of civic engagement
- Experience in gardening, farming, environment issues, sustainability, and grocery produce retail a plus
- Wellesley resident a plus

OUTREACH-COMMUNICATIONS:

- All personnel should be knowledgeable of Massachusetts Horticultural Society’s mission, history, current programs, and gardens
- All personnel are representatives of the organization and should conduct themselves in a manner that reflects well of the organization, in appearance, demeanor, and interactions of with others
- All personnel should feel they are ambassadors of the Massachusetts Horticultural Society and Wellesley Farmers’ Market and readily interact with visitors, members, donors, trustees, and the public

MISSION

Mass Hort: Founded in 1829, the Massachusetts Horticultural Society is a member-supported organization, dedicated to encouraging and improving the science and practice of horticulture and developing the public’s enjoyment, appreciation and understanding of plants and the environment.

Program Mission: Wellesley Farmers’ Market: The mission of the Wellesley Farmers’ Market is to provide local nutritious produce to the residents of Wellesley while creating a sense of community, and to demonstrate a commitment to a sustainable future for Wellesley and our local farmers.

Equal Employment Opportunity

Massachusetts Horticultural Society is committed to a policy of non-discrimination and equal opportunity for all applicants and employees without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, ancestry, age, disability, veteran status, military service, genetic information, receipt of free medical care, or any other category protected under applicable federal, state or local law.

TO APPLY

To apply for this position: Please send resume and cover letter to John Spencer at:
wellesleyfarmersmarket@masshort.org