



Foodchester, Inc.
25 Wheeler Avenue, Suite 201, Pleasantville, NY 10570

Job Description

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| Position | Manager of Market Operations, Pleasantville Farmers Market |
| Location | Pleasantville NY |
| Commitment | Part-time, about 15-18 hours per week, including all Saturdays throughout the year |
| Start Date | ASAP |

Getting to Know the Pleasantville Farmers Market and Foodchester

The Pleasantville Farmers Market (PFM), with about 60 vendors, is the largest year-round, fully inspected farmers market in the region, and has won “Best of Westchester” 10 years in a row. A destination market with high owner representation, PFM attracts inspired culinary-minded shoppers who are eager to connect directly with farmers and small-batch regional food artisans. PFM operates year-round outdoors in Pleasantville’s Metro-North lot, with a full schedule of music, culinary, health and sustainability, kids, and community events during summer and fall, when it may attract more than 3,000 shoppers per week. Foodchester, Inc., a Pleasantville-based non-profit organization dedicated to healthy communities, sustainable food systems and local economic development, operates the market for the Village of Pleasantville. The Foodchester Board of Directors, a group of local volunteers, actively helps run the market.

Your Role

The Manager of Market Operations is one of two key leadership positions of Foodchester, Inc. Reporting to the Executive Director, the Manager of Market Operations is responsible for efficiently running the Pleasantville Farmers Market every week, ensuring that it is safe, welcoming, and vibrant.

What You’ll Do

- **Market Operations:** Plan for and oversee the delivery and execution of the weekly farmers market. This includes:
 - **Planning:** Ensure the market has the signage, tools, supplies and equipment to safely and effectively run the Market event every week. Collaborate with the Executive Director on the overall layout and placement of vendors, special event tents, equipment and supplies. Coordinate and develop collaborative relationships with DPW, Police and other village entities to ensure accurate set up (no parking regulation signage, barrels and cones) and ongoing safety.
 - **Set-up and Breakdown:** Manage the efficient flow of vendor cars and trucks in and out of the marketplace and then into designated parking spots. Oversee placement of barrels, cones, signage, banners, flags, and equipment. Keep sheds organized and maintain and replace equipment, as needed.
 - **Programming:** Support and coordinate special events with Board committees and Executive Director; ensure tent and equipment set-up as needed for manager tent, music, culinary, kids, community, health and sustainability, and sponsors. Periodically test audio equipment and identify replacement needs to the Executive Director. Make market-day announcements and introductions on PA system.
 - **Staffing:** Recruit and schedule adult and student volunteers to cover market set-up and breakdown, manager tent and zero waste / recycling station. Develop solid relationships with school principals and parents. Track intern attendance and hours. Lead recruitment, training and recognition ceremonies for interns, including letters attesting to hours worked and letters of recommendations for camps, employers and colleges.
 - **Safety:** Maintain updated emergency plans and necessary equipment, first aid station and accident report forms. Report accidents when needed. Be able to calmly and authoritatively enforce shopper and vendor rules, de-escalating conflicts and knowing when to call for assistance. Ensure employees or volunteers are wearing safety vests in vehicular areas. Train and supervise day manager(s) and team of lot attendants to ensure that the market’s sense of arrival is orderly, friendly and welcoming.



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- **Hospitality:** Curate a welcoming shopper experience by being a friendly, visible and outgoing presence in the market. Train interns and other volunteers in hospitality rules, and work with the Executive Director to ensure the market has signage and wayfinding to facilitate an easy and pleasant experience. Set up the manager tent and make signage and displays welcoming. Ensure logo merch, Market Bucks and SNAP coinage are pre-counted and ready for sale with all technology tested and charged.
- **Marketing:** Collect feedback and images from vendors via email and capture shopper and market images for weekly newsletter. Assist in data collection such as 3x / year geosurveys and annual shopper surveys.
- **Finance:** Oversee cash and credit operations for sale of swag, bags, Market Bucks and SNAP coins. Collect coins at the end of each market, verify amounts and issue vendor receipts; transmit ACH deposit requirements to bookkeeper and sort coins to ready for sale next week.
- **Vendor Management and Inspections:** Build effective, collaborative relationships with all vendors. Ensure products offered for sale are properly labeled and approved for sale. Know the NYS Sanitary Code for Markets and ensure foods are displayed and stored in accordance with code. Offer coaching and feedback when appropriate, in consultation with Vendor Committee. Build relationships with Board of Health inspectors and ensure all vendors comply with codes. Perform rigorous farm inspections of all vendors upon application and then at least once every 3 years, validating that sourcing and grown product is consistent with PFM records. Work with Executive Director on any code or rule violations or inter-vendor conflict. Enforce PFM's "no set-up if unpaid balance" rule.

Required Qualifications

- Ability to work outdoors every Saturday in all weather conditions, year-round, starting very early: Hours (April - Nov): 4:30 am to 3:00 pm; (Dec - March): 5:30 am to 2:00 pm
- Able to lift and carry up to 50 pounds; walk and stand for several hours at a time
- Strong organizational, problem-solving and management skills; attention to detail; ability to multitask and own processes through to completion; reliable, punctual, mature, organized, cheerful
- Knowledge of, passion for, and / or experience in regional food systems, local farms, and / or farmers markets
- Access to reliable transportation
- Bachelor's or Associate's degree
- Retail or customer service experience

Desired Qualifications

- Facility with Google Apps (Drive, Docs, Sheets), Excel
- First aid and CPR training
- Spanish language proficiency

Compensation

This is an hourly position with a pay rate of about \$30 per hour depending on experience, with an estimated 60-75 hours per month, including market day (Saturday), some preparation and planning time and about two vendor inspections per month.

How To Apply

Submit your resume and a cover note indicating your interest and explaining why you are the ideal candidate to jobs@pleasantvillefarmersmarket.org with subject line "Manager of Market Operations."