Farmers' Market Program Manager

Full-time; Exempt

The Ecology Center

The Ecology Center is a 45-year-old nonprofit located in west Berkeley. Our mission is to inspire and build a sustainable, healthy, and just future for the East Bay, California, and beyond. The Ecology Center transforms the ideas of sustainability into everyday practice. We offer information you can act on, infrastructure you can count on, and leadership for lasting change. We are working toward a world of resilient communities, zero waste and toxics, equal access to healthy food, sustainable resource use, and a safe and stable climate.

Summary of Responsibilities:

The Farmers' Market Program Manager works under the supervision of the Food and Farming Program Director to oversee all Ecology Center Farmers' Markets activities. The Farmers' Market Program Manager is responsible for overseeing all market operations as well as directly managing the Tuesday and Saturday Farmers' Markets. This is a full-time position with a Tuesday through Saturday workweek which involves approximately 19 hours at market and 21 hours in the office every week.

Primary Responsibilities:

- Develop plans, policies, goals, and objectives for the Ecology Center Farmers' Markets in compliance with all applicable local, state and federal regulations, and in accordance with the goals and strategies of the Ecology Center mission and strategic plan.
- Develop and adhere to annual budget in collaboration with Food and Farming Program Director, monitor departmental expenses, grant income and expenses, provide financial projections for program activities.
- Manage the Tuesday and Saturday markets including market set-up and breakdown, stall fee collections, signage, load list distribution and collection, EC booth staffing, volunteer coordination, and all other market activities.
- Hire, train, and supervise, and evaluate performance of FM staff; develop FM collaborative team in managing all aspects of all FM operations.
- Plan and execute marketing strategies to attract new shoppers and increase repeat shoppers though advertising, social marketing, on-line, and event approaches.
- Recruit and select farmers and other vendors in order to maintain full and balanced markets with input from advisory committees in accordance with Ecology Center mission and strategic goals;
- Build and maintain good relationships with vendors, customers and community members
- Effectively resolve conflicts and solve problems with speed and diplomacy

Required Qualifications:

- Bachelor's Degree or work equivalent preferably in environmental or food systems related field
- Three years of farmers' market or closely related small business management experience

- Three years of experience working directly with the public and diverse communities
- Must possess a current CA driver's license
- First Aid and CPR Certification (or willingness to become certified)

Preferred Qualifications:

- The proven ability to work independently and exercise good judgment in a variety of environments and situations
- Demonstrated ability to build farmers' markets as successful businesses
- General environmental knowledge and literacy to support Ecology Center's environmental and community mission
- Broad and deep knowledge of sustainable food systems, food justice, and related topics
- Competency with word processing, spreadsheet, database and graphic computer applications in a Mac computer environment and ability and willingness to learn new applications as needed
- Ability and enthusiasm for developing and maintaining relationships with participants including farmers, vendors, customers, neighbors and other members of the public
- Demonstrable ability to effectively resolve conflicts
- The ability and willingness to "police" and enforce policies with staff, vendors, and the public
- Experience working for and commitment to building sustainable and just food systems
- Flexibility and creativity, ability to "think on your feet" and find appropriate solutions to unique challenges
- Strong verbal and written communications skills
- Strong organizational and time-management skills

Desired Qualifications:

- Conversational Spanish fluency strongly preferred

Hours

This position is a full time position. Hours on market days are dictated by the hours of the market. Office hours are standard business hours, with some flexibility. Some evening and weekend work is required.

Wage

The salary range for this position starts at $42,000. This is a benefitted position.

How to Apply:

1. Complete application found at www.ecologycenter.org/jobs/
2. Send application, resume with cover letter to Ben Feldman at ben@ecologycenter.org

Application Deadline

Open until filled

NO PHONE CALLS PLEASE

We value diversity. Women and people of color are strongly encouraged to apply. EOE/AA