

The **Market Manager** is responsible for providing the day-to-day operations of the Durango Farmers Market (DFM). The Market Manager organizes, promotes, and operates the DFM. The Bookkeeper will assist the Market Manager in financial matters. The Market Manager will adhere to the requirements as outlined in the “Key Performance Indicators” (KPI’s).

Reports To: Durango Farmers Market Board of Directors

Key Performance Indicators (KPI’s):

The following are general indicators for the Market Manager. From time to time these KPI’s may vary and additional indicators may be added. More specific KPI’s will be set and reviewed annually.

Day-to-Day Operations:

It is expected that the Market Manager will contribute to the day-to-day operation of the DFM as follows:

1. Respond to DFM related emails, phone calls, phone messages in a timely fashion. Direct any DFM Board of Directors and/or Bookkeeper related issues ASAP.
2. Collect vendor applications, preview and prepare for DFM Board review. Upon approval, give to Bookkeeper for data entry. Notify all vendors upon approval or rejection.
3. Ensure city and county regulations are adhered to prior to market season beginning.
4. Secure a summer and winter site for DFM trailer.
5. In a timely manner retrieve, read, and distribute mail from the PO Box to bookkeeper and Board.

Organize Weekly and Special Markets:

1. Set Up, Break Down and Clean Up
2. Prepare Market Vendor Map
3. Validate Vendor Business License; Collect Booth Fee; Collect Durango Farmers Market Bucks and SNAP & DUFEB Reimbursement Requests; Keep Vendor Information Cards Up To Date
4. Enforce DFM Rules and Regulations.
5. Act as a liaison with any local, state, or federal regulatory agencies
6. Manage Information Booth
7. Manage SNAP & DUFEB Program
8. Provide Quality Customer Service and Help Provide Healthy Vendor Relations
9. Promote and Sell DFM Bucks
10. Promote and Sell DFM Merchandise
11. Coordinate Volunteers
12. Act as Music Manager: book a variety of musicians and bands, dance performances, set up sound system, balance sound, and make MC announcements as needed.

Coordination with Bookkeeper:

1. On a weekly basis give Bookkeeper the following: Vendor Booth Fee Receipts; Merchandise Sale Receipts; Bucks Sale Receipts; SNAP Sale Receipts; Cash Expense Receipts; Market Map
2. Assess merchandise inventory needs and order with budget constraints in mind and Board approval.
3. Review DFM Bucks register. All traded Bucks to community partners must be substantiated by an invoice (ie: KSUT; Durango Herald), to ensure accurate bookkeeping of the offsetting expense. All gifted Bucks must be substantiated by a detailed receipt (name; business name; phone number; address), to ensure accurate bookkeeping of the offsetting expense.
4. Give debit and credit card purchase receipts to Bookkeeper. Market Manager will be responsible for accounting for any expenses incurred not accompanied by a receipt.
5. Review with Bookkeeper any insurance (Board of Directors; trailer; market), business license, trailer registration, dues, payment or notice requests prior to committing to services.
6. Complete a merchandise inventory and turn into bookkeeper as needed by bookkeeper.
7. Receive Bucks, SNAP & DUFEB from vendors and turn into bookkeeper for redemption on last Saturday of each month.
8. Review and assist in yearly budget formation.

Advertising / Public Relations

1. Establish annual merchandise and poster theme. Review merchandise with DFM Board for approval on theme and budget.
2. Coordinate newspaper, magazine, radio, banner, poster and other print advertising within approved budget.
3. Work with First National Bank of Durango personnel on any need that arises.
4. Distribute market posters. Coordinate with downtown merchants for poster display.
5. Update and maintain website and facebook page.
6. Act as a representative of DFM at appropriate community events.
7. Interview with any press agency upon their request.

Other Responsibilities:

1. Maintain good working relationships with Bookkeeper, DFM Board of Directors, Vendors and Customers.
2. Attend DFM Board meetings unless excused by the President of the Board. Exercise strict maintenance of confidentiality regarding meeting contents.
3. Attend all DFM general meetings unless excused by the President of the Board.
4. Work with First National Bank of Durango to ensure the DFM site is maintained to their standards.
5. All duties will be performed in a timely and professional manner.
6. Be willing to train a replacement Market Manager for two months, before receiving final paycheck.

In order to maintain effective communication and oversight, the DFM Board of Directors will conduct a fall evaluation with Market Manager on the above outlined KPI's.

Compensation: The Market Manager is an employee of the Durango Farmers Market. A W-2 must be completed prior to services commencing. Compensation in the amount of \$16,000 plus \$60 in Market Bucks (total of \$1,500) each market week will be for services rendered from January 1st through December 31st 2017.

ACCEPTANCE OF RESPONSIBILITIES and COMPENSATION:

Printed Name of DFM Board President

Printed Name of Market Manager

Signature of DFM Board President Date

Signature of Market Manager Date