

Job Title: Market Manager – Battle Creek Farmers Market

Location: Battle Creek, MI

Job Type: Part-Time (15-20/week)



Company Overview:

Battle Creek Farmers Market is a vibrant and community-focused organization dedicated to promoting local agriculture and connecting farmers with consumers. Our Farmers Market serves as a hub for fresh, locally sourced produce, artisanal goods, and a thriving community spirit. We are seeking a dynamic and organized individual to join our team as the Farmers Market Manager.

Responsibilities:

Market Operations:

- Oversee day-to-day operations of the Farmers Market, ensuring smooth setup, operation, and breakdown.
- Coordinate vendor placement and manage booth assignments.
- Enforce market rules and regulations to maintain a positive and organized environment.

Vendor Management:

- Recruit and onboard new vendors, ensuring a diverse and high-quality selection of products.
- Maintain positive relationships with existing vendors, addressing concerns and providing support.

Community Engagement:

- Act as the face of the Farmers Market, fostering positive relationships with customers, vendors, and the community.
- Develop and implement strategies to enhance community engagement and participation.
- Collaborate with local organizations and businesses to promote the market.

Marketing and Promotion:

- Work with Kellogg Arena Marketing Staff to develop and execute marketing strategies to attract visitors to the Farmers Market.
- Manage social media accounts, website content, and other promotional materials.
- Coordinate special events and activities to enhance the market's appeal.

Financial Management:

- Work with Kellogg Arena Finance Department monitor and manage the market budget, ensuring financial sustainability.
- Collect vendor fees and track financial transactions accurately.

Regulatory Compliance:

- Stay informed about local regulations and health codes related to Farmers Markets.
- Ensure that all vendors comply with relevant permits and licenses.
- Address any compliance issues promptly and efficiently.

Qualifications:

- Education in business, agriculture, marketing, or a related field.
- Proven experience in event management, market operations, or related roles.
- Strong organizational and multitasking abilities.
- Excellent communication and interpersonal skills.
- Familiarity with local agriculture and a passion for supporting local farmers.
- Ability to work Friday Night Markets 6pm-9pm (3) and Wednesday's 7:30am-3pm and flexible hours as needed.

To Apply:

Interested candidates should submit their resume and cover letter to Kelly Walden kwalden@kelloggarena.com by February 5. Please include "Farmers Market Manager Application" in the subject line.

Kellogg Arena is an equal opportunity employer.