

Farmer's Market Manager/Rex Coordinator

FLSA Status: *Non-Exempt*

General Definition of Work

Manages the overall operation of the Galax Farmers Market (Market); integrate new market opportunities in Galax for farmers, such as a farm-to-school program, updates the Market website and Facebook/Instagram pages; and does related work as required.

Manages the Rex Theater and ensures volunteers are booked for the Friday night Blue Ridge Backroads show.

Responsible for procurement of new volunteers and teaches the volunteers what they do on Friday nights. Updates events on the Rex Theater website, as well as posts events to all social media outlets.

The Farmer's Market Manager/Rex Coordinator is under the direct supervision of the Director of Tourism.

Qualification Requirements

To perform this job successfully, an individual must be able to perform each essential function satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable an individual with disabilities to perform the essential functions.

Essential Functions

- Oversees the operations of the Market.
- Requires weekend, holiday and seasonal work with fluctuating hours, requiring more hours in the week during the summer than the winter.
- Develops and organizes business strategies to increase vendor revenues.
- Builds positive relationships with local farmers and recruits vendors for the Market.
- Develops and promotes seasonal markets.
- Assists vendors, ensuring good and clear communications.
- Prepares and keeps all documentation on the Market including records for all reports on numbers of vendors and sales of the vendors.
- Plans and implements marketing promotions and special events at the Market with vendors and community groups and organizations.
- Promotes public and customer relations; resolves any vendor disputes; coordinates market schedules; recommends market policies; and ensures regulations are followed.
- Identifies needs and takes appropriate steps to ensure efficient, productive and responsive operations.
- Performs administrative responsibilities for the Market; submits requests to the Tourism Marketing Office for requisitions, work orders and purchase orders; develops budget proposals and monitors operating budget and expenses.
- Assembles and distributes information as approved by Tourism Marketing Office for newspaper advertising, the hospitality industry, contractors, potential exhibitors/vendors, and other media, such as television, radio and magazines.
- Prepares and maintains a variety of financial and administrative records and makes reports when required; coordinates maintenance, safety and risk issues with appropriate City staff; and ensures appropriate grounds and facility maintenance.
- Plans future market development strategy.
- Ensures the Friday Night Blue Ridge Backroads shows are properly staffed, and the volunteers trained.
- The Friday before a show checks the facilities to make sure they are clean for the show. (The City employees typically clean the Monday after a show, so a walk-through is what should be done)
- If the City crew can't have it cleaned before a show, then this will fall on the coordinator to ensure its cleanup.

Farmer's Market Manager/Rex Coordinator

- Works directly with the Director of Tourism to promote the events, change posters inside the theater for shows, and is an administrator on the Tourism site to help promote shows.

Knowledge, Skills and Abilities

- Thorough knowledge of public relations, marketing techniques and event promotions.
- Knowledge of retail sales and business techniques, principles and practices.
- Knowledge of computers including word processing and spreadsheet programs.
- Knowledge of special event programming.
- Knowledge of rules, regulations, and security procedures pertaining to the Market.
- Skill in oral and written communication.
- Skill in organizing and maintaining accurate records, including financial records.
- Skill in leadership.
- Ability to plan, organize, schedule and conduct special activities and Market programming effectively to meet the needs of the community and promote the Market.
- Ability to prepare a variety of written reports and correspondence.
- Ability to establish and implement new projects with minimal direction.
- Ability to follow complex oral and written directions.
- Ability to establish and maintain effective working relationships with City officials, vendors, and the public.
- Ability to supervise and motivate others in promotional efforts.

Education and Experience

High School diploma with experience in areas such as marketing, agriculture, business, economics, administration, commercial recreation, leisure services or a related field with considerable related retail supervisory and promotional experience, or equivalent combination of education and experience.

Physical Requirements

This work requires the regular exertion of up to 10 pounds of force; and occasional exertion of up to 100 pounds of force or more; work regularly requires standing, walking, sitting, speaking or hearing and using hands to finger, handle or feel, and reaching with hands and arms and repetitive motions; frequently requires stooping, kneeling or crouching; and smelling, tasting and pushing or pulling; work has standard vision requirements; vocal communication is required for expressing or exchanging ideas by means of the spoken word and conveying detailed or important instructions to others accurately, loudly or quickly; hearing is required to perceive information at normal spoken word levels; work requires preparing and analyzing written or computer data, visual inspection involving small defects and/or small parts and observing general surroundings and activities; work requires frequent exposure to wet, humid conditions and exposure to chemicals; work is generally in an outdoor, moderately noisy location.

Special Requirements

Valid Commonwealth of Virginia Driver's License.

Work is on weekends, holidays and seasonal with fluctuating weekly hours.