

Position: Hatch Valley Artisan & Farmer's Mercado Manager

Job Summary:

The Mercado Manager is a part-time seasonal position from July through October that oversees the weekly Saturday morning Mercado and provides all administrative functions to ensure a successful and vibrant market. The Mercado Manager also oversees promotions, programming, demonstrations, education and community outreach programs, and special events.

Job Responsibilities:

- Manage the operations of the Saturday market from set up at 7:30 AM to take down at 2:00 PM during the Mercado season.
- Plan and manage activities for each Mercado – volunteers, music, food demos, educational events, and community partners.
- Promote use of nutrition purchasing programs such as SNAP/EBT.
- Maintain positive relationships with all vendors, organize and run vendor meetings, stay current with vendor offerings, and maintain communication with vendors.
- Develop volunteer opportunities and coordinate volunteer activities.
- Be the spokesperson to the media, community, and other local markets regarding the Mercado.
- Make recommendations to Mercado Committee and the Village of Hatch with regard to Mercado operation, policies, and regulations.
- Work with Mercado Committee to produce vendor applications and regulation packets.
- Assist with vendor selection.
- Assist in assigning vendor booth spaces and creating market map.
- Provide communications with market offerings, promotional and educational information.
- Provide e-mail communications with current vendors.
- Ensure that vendors provide adequate notification of attendance and manage daily vendor process.
- Assist customers and vendors as needed, addressing complaints/issues during Mercado operation.
- Maintain a safe work environment.
- Exercise diplomatic conflict resolution.
- Ensure vendor compliance to all market regulations.
- Enforce the required permits, licenses, or standards of produce and goods.
- Set up and tear down market information booth; work volunteers and vendors to ensure efficient set-up and take-down of the Mercado.
- Ensure that all portable signage is removed and market area is free of trash and litter.
- Work to promote the Mercado to increase awareness and increase customers utilizing the Mercado.
- Answer inquiries regarding the Mercado.
- Work with market cashiers to submit weekly reports about Mercado operations.
- Supervise Mercado cashiers.
- Conduct customer and vendor surveys.

- Identify and oversee purchase of necessary materials and supplies for Mercado operations.
- Performs related functions as assigned.

Position Requirements:

The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Ability to work independently
- Bi-lingual preferred but not required
- Excellent interpersonal skills
- Clear and organized work habits, positive attitude, flexible
- Excellent oral and written communication skills
- Able to work with minimal direction
- Enthusiastic advocate of local food and products
- Commitment to local food, nutrition, health and wellness
- Skill in program development and management
- Good computer skills, including excel and word
- Ability to collect and analyze data about the market
- Insured vehicle, cell phone
- Educational requirement: minimum high school degree or GED. Knowledge of farming or retail is preferred
- Ability to work Saturdays during the market season

Physical Demands:

- Lifting 40 lbs. maximum with frequent lifting and/or carrying of objects weighing up to 20 lbs.
- Frequent standing and walking
- Occasional driving
- Frequent bending, twisting and reaching
- Occasional squatting and climbing
- Ability to distinguish sounds at various frequencies and volumes
- Ability to distinguish people or objects at varied distances under a variety of light conditions
- Ability to withstand noise changes in the work environment
- This job description should not be interpreted as all inclusive. It is intended to identify the major responsibilities and requirements of the job. The incumbents may be requested to perform job-related responsibilities and tasks other than those stated on this job description.

Compensation

Compensation commensurate with experience.