

Bethlehem Farmers' Market Manager

Bethlehem Farmers' Market is located in Farrington Square at Lehigh University and offers fresh produce, lunch items, baked goods, natural goods, and more to the community. The Bethlehem Farmers' Market serves Southside Bethlehem every Thursday, May through October.

Job Details:

- \$12.50/hour
- 15 hours per week
- Pre-planning begins in January/February; market runs May-October, Post-season wrap-up takes place in November.
- Presence at weekly market is required (MUST be available every Thursday, 10 am – 4 pm). One (1) scheduled, and one (1) unscheduled Thursday absence will be permitted per season. Scheduled absence may not conflict with Director of Retail Partnership's schedule.
- Non-Thursday hours may be flexible, but some in-office hours are required each week.
- Market is outdoors, rain or shine. Requires some lifting.
- Good communication and organization skills required.

Responsibilities include:

- Set-up, break-down, and on-site management of weekly farmers market (MUST be available every Thursday, 10 am – 4 pm). One (1) scheduled, and one (1) unscheduled Thursday absence will be permitted per season. Scheduled absence may not conflict with Director of Retail Partnership's schedule.
- Finding vendors for the season – reaching out to past and potential vendors, posting and promoting open applications, tracking all applications, collecting deposits, tracking COI's received.
- Scheduling and leading pre-season planning meeting with all vendors. Includes scheduling room, updating Power Point Slides and information that will be shared with vendors. Setting rules and expectations.
- Developing close and positive working relationship with the City of Bethlehem – gaining a full understanding of all forms and paperwork that is required for the City from the market and each vendor.
- Finding sponsors for the market and managing the relationship and deliverables – organized tracking of deliverables – familiarity with Excel a plus.
- Drafting marketing strategy plan, understanding the budget, and implementing all marketing initiatives. Working with in-house graphic designer to develop new marketing materials for the season.
- Writing and sending weekly newsletter during the season. Increasing newsletter sign-ups during market hours. Familiarity with e-newsletter platforms, such as Mail Chimp is a plus.
- Customer Service – answering questions at our welcome table, directing vendors during set-up, helping patrons find vendors or information, addressing any issues at the market.
- Actively participating in social media marketing for the market – managing the Facebook, Instagram, and Twitter accounts.
- Scheduling musicians for the market and processing payments in a timely fashion.
- Assisting in the development and execution of any special events and promotions – for example, free give-away days or contests.
- Assisting in drafting press releases related to the market's events.
- Executing a survey (customer and vendor) at the end of the market, compiling data, and including the data in a formal report.
- Keeping the farmers' market closet clean, tidy, and stocked with any necessary items.
- Attending scheduled meetings on time and prepared – good note taking skills and following through on to-do's are a must.
- Answering e-mail and Facebook inquiries regarding the market.
- Any other miscellaneous market tasks that present themselves throughout the length of the market season.

Please provide:

- **Resume**
- **Cover Letter**
- **Contact information for two references**

Email to: Monika I Samuelsson, MBA; Director of Retail Partnerships & Marketing; Lehigh University Business Services;
mos513@lehigh.edu