

FARMERS MARKET MANAGER I

This is administrative and supervisory work in directing a moderately complex farmers market or in coordinating the design, structure, formulation and overseeing construction and operation of one or more moderately complex farmers market.

Employee serves as director of a farmers market or as director of the planning and culmination activities surrounding new or expanded farmers markets. Employee establishes rules, regulations, and policies necessary to ensure proper utilization of facilities; assesses and collects fees and rentals; and supervises other Market personnel. Responsibilities also include collecting and disseminating information relating to supply, demand and prices of fresh produce sold on the Market and promoting the use of the Market and North Carolina agricultural commodities. Coordinator of Farmers Market activities conducts feasibility studies on the appropriateness of a market, analyzes data and recommends course of action to the Director of Agricultural Marketing. Work is performed under general administrative supervision of the Director of Agricultural marketing and is evaluated through conferences and discussions and through observations of the success of the market operation. Work may include other duties as assigned.

I. SUPERVISORY/MANAGERIAL FUNCTIONS:

Planning - Employee develops annual plans for the market operations. Employee plans for market expansions, development and modification.

Organizing and Directing - Employee determines the need for changes in both short-term and long-range program objectives, makes and adjusts assignments as needed to meet those program goals, determines and alters procedures, and determines the need for additional equipment. Changes in available crops are dictated by seasonal changes and work assignments and areas of emphasis in marketing promotions are changed accordingly.

Budgeting- Employee determines personnel, material, supply and equipment needs necessary for program operations, submits budget proposals to the Director of Agricultural Marketing, monitors daily financial operations and monitors overall budget activities.

Training - Employee provides on-the-job training for new employees and identifies training needs for existing employees on an as-needed basis.

Setting Work Standards - Employee develops standards governing the quality and quantity of work for the market staff. Employee develops standards governing the quality of product marketed on the farmers market.

Reviewing Work - Employee reviews the work performed by subordinate personnel through written performance evaluations and through general observation of work in progress.

Counseling and Disciplining - Employee is responsible for counseling employees as deemed appropriate and after discussing disciplinary action proceedings with the Director of Agricultural Marketing, implements agreed upon disciplinary action.

Performing Other Personnel Functions - Employee makes recommendations concerning selection, appointments, promotions, merit increments, and other changes in employee status to a higher level for final review and approval.

II. SCOPE AND NATURE OF WORK SUPERVISED:

Dynamics of Work Supervised - Work methods, programs and goals are usually predictable; however, the weather, seasons, and other elements affect the availability and quality of fruits and vegetables.

Variety of Work Supervised - Employee supervises a support staff that includes clerical, security and maintenance.

Number of Employees Responsible For - Employee supervises three to eight employees.

III. EXTENT OF SUPERVISION RECEIVED: Work is performed with considerable independence and is reviewed through written reports and general discussions with the Director of Agricultural Marketing.

IV. SPECIAL ADDITIONAL CONSIDERATIONS:

Supervision of Shift Operations - Employee may supervise from one to three shifts, depending on the volume and complexity of the market facility.

Fluctuating Workforce - Some temporary employees are used during high volume seasons.

Physical Dispersion of Employees - N/A

V. RECRUITMENT STANDARDS:

Knowledges, Skills, and Abilities - Thorough knowledge of the techniques and principles involved in production, processing, grading, packaging, and marketing of agricultural commodities. Thorough knowledge of the North Carolina agricultural commodities sold on the Market. Considerable knowledge of the principles of agricultural economics. Considerable knowledge of USDA grade standards for horticultural crops. Ability to organize and direct activities of a moderately complex Farmers Market operation. Ability to plan long range and day-to-day work operations. Ability to train and supervise other workers. Ability to project supply, equipment and manpower needs. Ability to maintain accurate records. Ability to effectively communicate in oral and written form. Ability to establish and maintain effective working relationships with producers and processors of agricultural products, dealers, trade associations, and the general public. Ability to plan, organize and direct work operations. Ability to train and supervise subordinate workers. Ability to review and critique the work of others.

Minimum Training and Experience Requirements - Graduation from a four-year college or university with a major in horticultural science, crop science or related agricultural curriculum and three years experience in agricultural marketing; or an equivalent combination of training and experience.