

Durham Roots Farmers' Market: Market Promoter/Host Job Description (6/13/2018)

Position Title: Market Promoter/Host
Supervisor: Will Wilson, Board President

Application Deadline: until filled
Contact: board@durhamroots.org

The mission of the Durham Roots Farmer's Market at Northgate is to preserve Durham County's farmland by providing opportunities for farmers and horticulturalists to sell their products. We heartily welcome vendors from small and beginning farms to large and established producers, as well as church, school, and community gardens. Our vendor area includes all of Durham County and the Orange, Person, and Granville County portions of the Upper Neuse Watershed.

Role and Responsibilities:

Increasing the number of customers visiting the market is the number one goal for the Market Promoter (MP). The MP will develop various media platforms to announce weekly vendor lists to go beyond our present use of Facebook, listserves, and email.

The MP will also serve as the market host and must be present during market hours, Saturdays from 8AM to 12 noon, and a half-hour before and after market hours for setup and teardown. During market hours the MP will ensure that market rules are followed while welcoming consumers and recording consumer attendance, addressing questions and complaints, gathering consumer contact information, collecting vendor fees, seeking donations, recruiting volunteers, and in the future, selling T-Shirts and other DRFM items.

The MP will also attend monthly board meetings, various community events to promote the market, and seek educational organizations to attend the market. The MP is expected to rapidly communicate with the all-volunteer DRFM Board and Northgate Mall to keep them informed of issues as they emerge.

To leverage the MP's limited time, the MP will work with DRFM's newly created Publicity and Education Committees to recruit and direct volunteers to help with the above tasks and to assure the presence of a back-up host in the case of a planned or emergency absence from the market.

Qualifications and Education Requirements:

Candidates must be organized, reliable, self-directed, have their own transportation, and be interested in talking with the public about their wishes and desires with regards to the market and about issues surrounding local foods and farmland conservation. Ideal candidates must be able to motivate and lead vendors and volunteers to carry out the DRFM mission. Excellent writing skills are required for media tasks. Candidates need to be able to carry and setup the market tent, table, and chair, to move trash carts and road block structures, and to lift 30 lbs.

Location:

Northgate Mall at 1058 West Club Blvd., Durham, NC. Market is held in the parking lot at the Gregson St. entrance to the mall.

Work Schedule:

Schedule includes market attendance on Saturdays from 7:30 AM till 12:30 PM until November 17. Attendance at monthly board meetings (2nd Tuesday evening of each month) is also required. Various preparation activities prior to April 1st are also required.

Compensation:

This contractor position is offered at \$150/week without benefits.