

# 5.1 Market Manager

SPADEWORK
BROADCASTING
GERMINATION
MULCHING
<b>STAKING</b>
HARVEST
SUSTAINABILITY
RESOURCES

- > *Role and responsibilities of the market manager*
- > *Employer responsibilities*
- > *Contract of employment*
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## **Role and responsibilities of the market manager**

Employing a market manager will be the largest ongoing expense facing the market, however, the role of the manager is crucial to the growth and long-term sustainability of the market. The job, whilst not the highest paid in the world is varied and challenging, requiring a great deal of stamina, a broad range of skills and experience and a passionate belief in the farmers' market ethos. The manager, in overseeing all these aspects of market activity needs to have strong time management skills, be largely self-directed and have exceptional people and communication skills. Responsibilities of the market manager include:

- > Smooth running of the weekly market.
  - deal with vendor and member enquiries
  - assign stalls
  - collect fees
  - ensure all local, state and national regulations are complied with
  - maintain quality, appropriate mix of products
  - administer market rules
  - administer financial and business affairs
- > Organise, coordinate and promote fund-raising and other community activities
- > Develop and maintain close relationships with other regional bodies and organisations e.g. regional tourism groups, regional food groups, local traders organisations, cultural groups and local festival committees
  - cement the market's place in the community
  - promote the values and activities of the Market
  - develop local food culture
- > Act as communication link between:
  - management committee and stallholders
  - management committee and members
  - stallholders and customers
  - members and the wider community
  - market and the media

## **From Tuesday to Friday:**

- > Mail, email and general correspondence
- > Prioritise activities for coming week
- > Promotional event planning and special projects
- > Membership database management – updating, new member records, members' cards, renewals
- > Financial record keeping – banking, cash-flow management and reconciliation, bill paying, membership fees, stall fee receipts etc
- > Stallholder insurance update
- > Volunteer management

### ***The Willunga Farmers Market Experience***

Everyone on the interim committee was acting in a voluntary capacity to get the Market up and running, whilst working at other jobs. We had always anticipated that a Market Manager would be employed, funded, we hoped, by weekly takings from stall rentals and other market fundraising activities. However, until the Market was operating this cashflow was not available to us and with limited set-up funds, the employment of a Manager would be one of the last things on the to-do list before the looming deadline of the first market.

Our first Manager was employed two weeks before we opened. As none of us had ever run a Market before it was a baptism by fire for us all and a very steep learning curve for the new Manager. Miraculously we all survived only to face the daunting task of having to do it all again the next week and every week after that!

It became very clear that the Market Manager was a vital element for the survival, and growth of the Market. After four years of operation and two managers, the Willunga Farmers Market Manager position has grown from a part-time position to 35 hours per week.

Meetings e.g. with Treasurer and Chairperson, journalists, Food Group, stallholders, Council representatives

- > Plan the market for the coming week – book stalls, plan site, plan any market special events
- > Prepare and send any press releases to publicise upcoming events, seasonal activities
- > Write the weekly producers' newsletter
- > Maintain sponsor relations
- > Reports eg asset register, Standard Operating Procedures, Risk Management Plan
- > Prepare submissions (eg for awards)
- > Prepare market site as much as possible before market day

### **On market day**

- > Put up market banner and signs
- > Open site, direct stallholders to sites, assist new stallholders
- > Set up the market information stall
- > Collect stall fees, organise volunteers, greet shoppers, organise buskers and any other visitors to market ie press
- > Sign up new members, renew existing memberships
- > Oversee OH&S issues on site
- > Bump out market
- > Return to office and secure monies collected according to financial SOPs and write up any incident or note any opportunity that may need follow up. Collapse.

### **Employer responsibilities**

As soon as a market manager is employed the association becomes an employer. You must

- > Register with the ATO for PAYG – returns are combined with BAS GST returns and, at the end of the financial year, the ATO will send all the relevant paperwork for issuing Group Certificates
- > Pay superannuation – under the new superannuation guarantee all employees have choice as to where their superannuation is paid
- > Pay relevant award rates, holiday pay, sick leave etc. Check with Dept of Workplace Services
- > Register with Workcover Corporation. You will probably only have to do an annual return. Willunga Farmers Market is registered for two workplaces – the office and the market site

### **Contract of employment**

At the Willunga Farmers Market the position of Market Manager is a professional appointment that needs to incorporate all the benefits of any full time position as required by law. As such, a comprehensive employment contract was drawn up with the assistance of the Market's lawyer and human relations consultant outlining:

- > Period of contract
- > Probationary period
- > Leave entitlements
  - Annual leave
  - Sick leave
  - Bereavement leave
  - Maternity leave
- > Health and safety
- > Remuneration
- > Superannuation
- > Reimbursement of expenses
- > Performance review
- > Termination

### **Employing the market manager**

A market manager may be employed as an independent contractor or as an employee although they can only be employed as an independent contractor if less than 80% of their employment is with your organisation.

The following section presumes that the market manager is employed by, and responsible to, the management committee.

### **Checklist**

- > Define the role of manager.
- > Ascertain the skills, experience, and personal qualities required to fit the role
- > Define the working conditions and remuneration.
- > Define the manager's relationship with the management committee.
- > Prepare a job specification.
- > Advertise the position providing a cut off date for applications.
- > Shortlist the applicants against the job specifications and notify all applicants of either their interview time or to let them know their application was unsuccessful.
- > Brief the selection panel and conduct interviews against the job specifications.
- > Check references
- > Select and notify successful applicant and notify unsuccessful applicants

### **Websites**

Government Business Entry Point – Employing People  
<http://www.ara.com.au/syndication/html/Channel7435.htm>  
Community Business Bureau – assistance for community groups re recruitment, contract etc.  
<http://www.cbb.com.au/index.php>

### **Appendices:**

Appendix H      Market Manager's job advertisement