



## DOWNTOWN BENTONVILLE INC

---

**Job Title:** Market Manager  
**Reports To:** Director of Productions  
**FLSA Status:** Exempt/Full Time

### About DBI

Downtown Bentonville, Inc contributes to the goal of making downtown Bentonville the best place to live, work and play. DBI was founded by individuals that cared deeply about their community and wanted to see it progress and grow. DBI continues to employ individuals that are passionate about Bentonville because of the various personal investments they have in the community. At DBI our primary stakeholders are the individual people that make up our community. We seek to create engaging experiences in downtown Bentonville for all demographics and attract people from multiple social classes and backgrounds.

### Position Summary

The Market Manager is responsible for all aspects of multiple market operations.

The Market Manager must communicate effectively with a variety of people, including: farmers, customers, vendors, volunteers, health inspectors and public safety.

The Market Manager should be available during all markets throughout the season and be willing and able to work outside in all weather conditions.

The Market Manager's responsibilities include: managing vendor relationships, coordinating market set-up and break-down each day, assisting with social media and general outreach to promote the market, operating the food stamps program, answering customer questions and assisting with the market's special events program.

### Overall Responsibilities

- Maintain sales, financial and administrative records.
- Recruit local farmers and producers as vendors according to the mission of the Downtown Bentonville Farmers Market.
- Collaborate with civic groups, businesses, and nonprofits to enhance community outreach and programming.
- Ensure all rules and regulations are adhered to.
- Ensure all state and county regulations are adhered to.
- Communicate market policies, activities, and rules to farmers, keeping them informed throughout the season.
- Maintain database of farmers, vendors, their contact information, and any licenses or permits each vendor possesses based on the products they are selling.
- Conduct farm inspections.

### Market Day Operations

- Coordinate market set-up and ensure that the Downtown Bentonville Inc. (DBI) tent and materials are up-to-date and complete.



## DOWNTOWN BENTONVILLE INC

---

- Setup and, upon completion, remove appropriate signage promoting the market and market sponsors around the community at key locations.
- Coordinate vendor set-up, ensuring vendors are in the correct space.
- Assist vendors, community representatives and customers by providing market-related information, conflict resolution and general aid as appropriate.

### **Outreach & Marketing**

- Develop and coordinate special events – including educational and seasonal programming.
- Advertising/ promotional program development, including special events planning.
- Develop and distribute weekly electronic newsletters to FFM members and customers.
- Develop and distribute regular written communications to FFM vendors.
- Maintain social media marketing by posting regularly to the FFM Facebook and Instagram pages (may include live updates from the market location).

### **Requirements**

- Superior organizational skills.
- Strong written and verbal communication skills.
- Passion for the community, local agriculture and local businesses.
- Knowledge of current issues impacting agriculture, farmers markets and local foods.
- Willingness to grow with this position and our market.

### **Ability to**

- Think creatively.
- Be a people person.
- Be diplomatic.
- Handle disputes.
- Creatively market activities.
- Passionate about the community and local agriculture.
- Act as enthusiastic ambassador for the market, growers, consumers and the larger Downtown Bentonville community.

### **Preferred Requirements**

- Bachelor's Degree in applicable field from accredited college
- Skill in organization and time management in order to plan and coordinate several events simultaneously
- Experience in program administration and project management
- Skill in customer service and handling complaints
- Experience managing others
- The ability to work effectively with people from a variety of culturally diverse backgrounds
- Exemplary communication, written and interpersonal skills
- Valid U.S. Driver's License and clean driving record



## DOWNTOWN BENTONVILLE INC

---

- Ability to adhere to a flexible work schedule including evenings, nights, weekends and holidays.

### **Physical Demands**

- Employee must be able to safely lift up to 50 lbs.
- Work outdoors 40% of time in varying weather and regularly required to sit and talk and hear
- Employee is frequently required to stand, walk, use hands to finger, handle, or feel, reach with hands or arms and travel by auto
- Employee is occasionally required to climb or balance, stoop, kneel, crouch, or crawl
- Employee sight requirements include close and distance vision