



Sustainable Economic Enterprises of Los Angeles

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January 2022

## **JOB DESCRIPTION: Manager, Farmers' Market Operations**

<b>TITLE:</b>	Manager, Farmers' Market Operations
<b>STATUS:</b>	Full-Time, Exempt
<b>REPORTS TO:</b>	Director, Farmers' Market Operations
<b>LOCATION:</b>	Hybrid: Telecommuting + On-Site at Farmers' Markets
<b>COMPENSATION:</b>	\$62,400-\$75,000 / year
<b>BENEFITS:</b>	14.5 paid holidays / year, 160 hours PTO / year for first two years (increases year 3), paid health, dental and vision insurance, 403b retirement plan
<b>SCHEDULE:</b>	40 hours/week, Mon-Fri, may require working nights and weekends as needed

### **ORGANIZATION SUMMARY:**

Founded in 1996, Sustainable Economic Enterprises of Los Angeles (SEE-LA) is a leading Southern California nonprofit organization, connecting people to healthy food, promoting economic development, and building sustainable food systems. We operate the largest network of mission-driven farmers' markets in Los Angeles as well as programs that provide nutrition education, food access, and opportunities for small regional farms and local food businesses to thrive.

Our programs include:

- Operating a network of community-based certified farmers' markets in Los Angeles, serving more than 750,000 customers annually, including three markets in South Los Angeles whose residents face limited fresh food options.
- Piloting and championing programs that stretch public nutrition benefits for the purchase of fresh, nutrient-rich food. Across our network of markets in 2021, families used these programs nearly 20,000 times.
- Providing extensive nutrition education programs to low-income families and to children in underserved schools – 200+ classes annually across our network of farmers' markets, in parks, and in collaboration with the Lawndale Elementary and Los Angeles Unified School Districts.
- Coordinating food relief for local families struggling with food insecurity, particularly in South Los Angeles. Since the advent of the COVID-19 pandemic, we have raised over \$3.5million to distribute 100,000+ farm boxes and prepared meals at over 275 events across L.A. County.

### **POSITION DESCRIPTION**

Reporting to the Director, Farmers' Market Operations, the Manager, Farmers' Market Operations oversees the operation of SEE-LA's network of Certified Farmers' Markets including: the Atwater Village, Central Avenue, Crenshaw, Echo Park, and Hollywood Farmers' Markets as well as the forthcoming LA River and Watts Farmers' Markets. The Manager will supervise Market Managers and market site support staff, oversee the implementation of administrative systems, develop marketing and outreach plans, and offer strategic support and thought leadership to the Farmers' Market Operations team. The manager will develop a deep knowledge of each market's operations, communities, and challenges and work with the Market Managers to create, strengthen, and refine operational practices that promote positive and productive staff, vendor, and customer experiences. This position requires strong personnel management, operational, and administrative skills.

## RESPONSIBILITIES

- **Oversee the operation of SEE-LA's weekly farmers' markets:**
  - Ensure compliance with SEE-LA Rules & Regulations and all local, State, and Federal regulations pertaining to the operation of Certified Farmers' Markets and Community Events, including completing affiliated reporting and procuring applicable permits
  - Organize and administer projects related to the operation of SEE-LA's Certified Farmer's Markets (i.e. annual vendor audits and vendor appreciation activities, etc.)
  - Develop, refine, implement, and manage administrative systems that foster consistency and coordination in the management of SEE-LA's farmers' markets
  - Work with the Director of Farmers' Market Operations to revise and update SEE-LA's Rules & Regulations and Market Management Manual as needed
  - Support the development, planning, and launch of new Farmers' Markets
  - Foster strong relationships with market funders, regulatory agencies, government officials, market partners, and other key stakeholders.
  - Draft, edit, translate, and / or send vendor, customer, or stakeholder communications
  - Inform the operational budget of each market and support with tracking expenses
  - Order market site supplies and oversee supply request processes
  - Manage volunteer inquiries and opportunities
  - Update SEE-LA website with updates to market operations (i.e. market closures, special events, COVID policies, etc.)
  - Maintain ManageMyMarket Database, serve as primary contact with ManageMyMarket, and manage SEE-LA's applications email account
  - Fill in for Market Managers and Site Staff as needed due to call outs, vacation schedules, personal emergencies, etc.
  
- **Supervise Market Managers**
  - Ensure compliance of SEE-LA's farmers' market policies, procedures, and administrative systems
  - Oversee vendor recruitment, onboarding, and management practices
  - Support the development and implementation of market specific programming, community outreach initiatives + partnerships, and other market events + activities
  - Hire, train, and manage Market Managers and market support staff on all aspects of market operations
  - Provide strategic guidance to Market Managers to promote the safe operation of and support the health and growth of each market
  - Support Market Managers in troubleshooting operational, logistical, and administrative challenges
  
- **Promote + Represent SEE-LA's Farmers' Markets**
  - Support the development of a marketing and outreach plan for SEE-LA's Farmers' Markets
  - Design, or inform the design of, marketing materials as needed
  - Represent SEE-LA at relevant meetings, conferences, and trainings through writing, public speaking and other communications strategies
  
- **Participate in regularly scheduled meetings including:**
  - All Staff Meetings (monthly)
  - Farmers' Market Team meetings (monthly)
  - Farmers' Market Department leadership meetings (every other week)
  - Supervision Meetings (weekly or every other week with each supervisee)
  - Benefit and Incentives team meetings (quarterly)

### **REQUIRED SKILLS AND EXPERIENCE**

- Strong personnel management and administrative skills and training
- Previous experience (3 – 5 years) managing a food or agriculture retail operation (i.e. farmers' markets, farm stand, CSA program, grocery store, etc.), especially one that supports small/independent farmers and food businesses
- Experience providing or facilitating benefits and services to low-income populations and small businesses
- Excellent verbal and written communication skills
- Ability to effectively navigate conflict with compassion and accountability
- Proficiency with Microsoft Office, database software, and other computer programs
- Knowledge of food assistance programs including SNAP and WIC
- Bilingual Spanish/English

### **DESIRED SKILLS AND EXPERIENCE**

- Familiarity with California or Los Angeles farmers' markets, either as a volunteer, manager, or vendor
- Knowledge of / passion for / interest in regional agriculture, sustainable food systems, science-based nutrition, cooking, growing food, etc.
- Some knowledge of Farmers' Market regulations + permit requirements
- Experience with communications, marketing and / or graphic design
- Proficiency with social media, Canva, WordPress
- Translating documents + interpreting conversations from English to Spanish and vice versa

### **PHYSICAL DEMAND AND WORK ENVIRONMENT:**

While performing the duties of this job, the employee is regularly required to stand, sit, talk, hear, and use hands and fingers to operate a computer, and reach, stoop, or kneel to collect materials or set up the workspace.

**DISCLAIMER:** May perform related duties as assigned by management. The above is intended to describe the general contents and requirements for the performance of this job. It is not to be construed as an exhaustive statement of duties, responsibilities, or requirements.

*SEE-LA is an Equal Opportunity Employer.*

Application Instructions: Please submit cover letter and resume via email to: [apply@see-la.org](mailto:apply@see-la.org). Subject Line: Manager, Farmers' Market Operations.