

CODE: 1924  
FLSA: N  
GRADE: 11

**CITY OF FOLEY, ALABAMA  
JOB DESCRIPTION, SEPTEMBER 2013**

**JOB TITLE: FARMERS AND FISHERMANS MARKET COORDINATOR  
PART-TIME POSITION  
DEPARTMENT: MUNICIPAL COMPLEX**

**GENERAL STATEMENT OF JOB**

Under general supervision, assists the Farmers Market Manager in the planning, development, managing, organizing and the implementation of the daily operations of the Coastal Alabama Farmers and Fishermans Market. In coordination with the Market Manager, this position is responsible for marketing, public relations, and establishing a solid volunteer work group to support the efforts of the farmers market. Networks with various organizations, groups, businesses, and stakeholders to establish a positive public relationship and forms partnerships that will be beneficial to the growth of the Market. Employee will work with City departments and various agencies to plan and manage operations of the market. Reports to the Director of Senior Services and Municipal Complex.

**SPECIFIC DUTIES AND RESPONSIBILITIES**

**ESSENTIAL JOB FUNCTIONS**

In coordination with the Market Manager, is responsible for marketing efforts such as but not limited to preparing press releases, advertisements, and setting up radio/TV interviews for the Market Manager.

Develops and maintains a detailed and effective vendor data base.

Researches, recommends and helps develop and maintain the Rules and Regulations for the Farmer's Market.

Establishes positive public relations; coordinates various Farmer's Market meetings. Plans and implements special events and develops fund raising events/projects to benefit the growth of the Market.

Recruits, establishes, maintains and oversees a workable volunteer base that will assist with Market operations and events.

Networks with various organizations, groups, businesses and/or people with the goal of establishing a partnership to host various events and promotional celebrations to benefit all parties involved.

Provides administrative support to the Market Manager as needed.

Conducts research for evaluating the market and assists in implementing the findings. Develops and maintains customer surveys.

Maintains a positive image to vendors and the business community.

Explores income opportunities and reviews expenditures for the benefit of growing the market.

## **FARMERS AND FISHERMAN'S MARKET COORDINATOR**

Coordinates and manages a calendar of events to add extensive variety to the visitors of the Market. Schedules speakers, chefs, educators, and entertainment for weekly, monthly and annual events.

Receives and/or reviews various records and reports such as market rules and regulations, City policies and procedures, fee schedules and rates. Reviews lists of organizations and publications.

Prepares and/or processes various records and reports such as events lists, volunteer lists, marketing materials and database maintenance, etc..

Refers to procedure manuals, codes / laws / regulations, publications and texts, etc.

Operates a variety of equipment such as computer, copier, printer, postage machine, laptop computer, etc.

Uses a variety of tools such as three hole punch, paper cutter, laminator, binder, etc.; a variety of supplies such as copy paper, writing instruments, general office supplies, etc.; and a variety of computer software such as Incode, Microsoft Word, Microsoft Excel, Microsoft Publisher, Microsoft Outlook, Internet, email, etc.

Interacts and communicates with various groups and individuals such as vendors and potential vendors, City, County, and state agency personnel, contractors, local schools, local businesses, City management, Council members, and members of the media, co-workers, and the general public.

### **ADDITIONAL JOB FUNCTIONS**

Ensures proper supplies are available. Shops for supplies as needed.

Files records, forms, correspondence, invoices, etc.

Attends City meetings as required.

Performs related duties as required.

### **MINIMUM TRAINING AND EXPERIENCE**

Requires a High School Diploma with one to two years' experience in marketing or a related field supplemented with administrative work in advertising; or an equivalent combination of education, training, and experience that provides the required knowledge, skills, and abilities. Must have a valid driver's license.

### **MINIMUM QUALIFICATIONS OR STANDARDS REQUIRED TO PERFORM ESSENTIAL JOB FUNCTIONS**

**Physical Requirements:** Must be physically able to operate a variety of automated office machines including computers, typewriters, copiers, calculators, etc. Must be able to exert a negligible amount of force frequently or constantly to lift, carry, push, pull or otherwise move objects. Sedentary work involves sitting most of the time, but may involve walking or standing for periods of time. Must be able to bend, reach, stoop, climb and carry weights up to 20 pounds.

**Data Conception:** Requires the ability to compare and/or judge the readily observable, functional,

## FARMERS AND FISHERMAN'S MARKET COORDINATOR

structural or compositional characteristics (whether similar to or divergent from obvious standards) of data, people, or things.

**Interpersonal Communication:** Requires the ability of speaking and/or signaling people to convey or exchange information. Includes receiving assignments and/or directions from supervisors.

**Language Ability:** Requires the ability to read a variety of policy and procedure manuals, computer manuals, materials, etc. Requires the ability to enter data into computer and prepare records, reports, correspondence, etc., with proper format, punctuation, spelling, and grammar, using all parts of speech. Must be able to speak with poise, voice control, and confidence and to articulate information to others.

**Intelligence:** Requires the ability to apply principles of logical thinking to define problems, collect data, establish facts and draw valid conclusions. Requires the ability to make independent judgments in the absence of supervisor; to acquire knowledge of topics related to primary occupation. Must have the ability to comprehend and interpret received information and the ability to comprehend and implement basic office machinery functions.

**Verbal Aptitude:** Requires the ability to record and deliver information, to explain procedures, to follow and give oral and written instructions. Must be able to communicate effectively and efficiently with persons of varying educational and cultural backgrounds.

**Numerical Aptitude:** Requires the ability to add and subtract totals, to multiply and divide, to determine percentages and decimals, to determine time. Must be able to use practical applications of fractions, percentages, ratio and proportion.

**Form/Spatial Aptitude:** Requires the ability to inspect items for proper length, width and shape, and visually read various information.

**Motor Coordination:** Requires the ability to coordinate hands and eyes rapidly and accurately in using automated office equipment and communications machinery.

**Manual Dexterity:** Requires the ability to handle a variety of items including computer keyboards, office equipment, control knobs, switches, etc. Must have minimal levels of eye/hand/foot coordination.

**Color Perception and Visual Acuity:** Requires the ability to differentiate colors and shades of color; requires the visual acuity to determine depth perception, peripheral vision, inspection for small parts; preparing and analyzing written or computer data, etc.

**Interpersonal Temperament:** Requires the ability to deal with people beyond giving and receiving instructions. Must be adaptable to performing under moderate levels of stress when confronted with an emergency or tight deadline.

**Physical Communication:** Requires the ability to talk and hear: (talking: expressing or exchanging ideas by means of spoken words; hearing: perceiving nature of sounds by ear). Must be able to hear and understand communications through a telephone.

**DISCLAIMER: This job description is not an employment agreement or contract. Management has the exclusive right to alter this job description at any time without notice.**