

SUSTAINABLE ECONOMIC ENTERPRISES of LOS ANGELES

*A California Nonprofit Corporation & Operator of
Eight Certified Farmers' Markets in the City of Los Angeles*
6255 W. Sunset Blvd., Suite 714, Los Angeles, CA 90028
www.seela.org



POSITION TITLE: MANAGER, HOLLYWOOD FARMERS' MARKET
REPORTS TO: EXECUTIVE DIRECTOR
**SALARY: COMMENSURATE WITH EXPERIENCE - INCLUDES BENEFITS (MEDICAL,
DENTAL, VACATION/SICK)**

Sustainable Economic Enterprises of Los Angeles (SEE-LA), operator of the historic Hollywood Farmers' Market is now recruiting a candidate who is an experienced Farmers' Market Manager to manage the weekly operation and essential functions of the Hollywood Farmers' Market, as well as oversee the general administrative duties, permits processes and all Market-related activities and programs. The Market Manager supervises four support staff members.

The Hollywood Farmers' Market was founded in 1991 as part of the Hollywood Revitalization effort, and has since grown to be one of the most popular and respected Farmers' Markets in the City of Los Angeles and the State of California. The successful candidate for the position of Manager will have at least three years of experience managing a Certified Farmers' Market (strong preference will be given to California-based candidates,) a strong working knowledge of the direct marketing laws that govern farmers' markets in the State, and an unwavering respect and commitment to the integrity of farmers markets. Further preference will be given to a/the candidate with experience managing a market with more than 50 vendors.

The Hollywood Farmers' Market Manager works closely with and coordinates with farmers, food purveyors, artisans, community organizations, government agencies, volunteers and neighborhood constituents, in order to insure a smooth and effective and management and promotion of the weekly. Every Sunday, rain or shine, the Hollywood Farmers' Market hosts approximately 160 vendors and 10,000 customers. The Market is a year-round entity and is open from 8am-1pm.

The position of Manager reports to and is supervised by SEE-LA's Executive Director.

Required Qualifications:

- Proven experience managing a California Certified Farmers' Market(s), agriculture, nutrition, food assistance programs, community outreach and program development;
- A minimum of a Bachelor's Degree from an accredited college or university;
- Experience with farmers' market "Load Lists" is preferred as well as experience and ability to maintain administrative records, prepare market reports, and handle cash and receipts;

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- Bi-Lingual, Spanish speaking is strongly preferred;
- Extremely strong and professional written and verbal communication skills;
- Working knowledge of Microsoft Office Suite of programs is mandatory;
- The ability to make sometimes difficult decisions in stressful situations

Primary Duties: Under supervision and direction of SEE-LA's Executive Director, the Hollywood Farmers' Market Manager is responsible for the management and administration of the weekly Market.

Market Site – Sundays, 6:00am to 3:30pm

- Maintaining the integrity of the Certified Farmers' Market through enforcement of SEE-LA's Market Rules and Regulations as well as those rules and regulations related to the Statewide mandates;
- Responsible for overseeing the physical set-up and take-down of market, including Street Closure(s);
- Responsible for managing and directing farmers/vendors including assigning vendor spaces (weekly mapping of the Market,) enforcing market rules and other pertinent State/County/City laws and regulations;
- Ensure that the market site is well-maintained;
- Ability to handle emergencies, complaints, feuds and farmers/vendor and customer requests;
- Collect cash, credits, fees and load lists;
- Requires lifting, carrying or handling of heavy objects (up to 50 pounds);
- Responsible for maintaining an effective customer assistance information center, assuring good public relations and encouraging an effective volunteer service;
- Manage market events, promotion, social media channels and other tasks as required;

SEE-LA Office – Mondays-Thursdays (9am-5:30pm)

- Lead in recruiting, cultivating and enlisting farmers/vendors for the market. This includes on-site inspection and farm visits as required;
- Track updating and maintenance of vendor files related to the Hollywood Farmers' Market;
- Prepare weekly market reports due no later than the immediate Thursday after the Sunday Market;
- Advance planning and preparation and of each Market Sunday;

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- Develop and implement monthly/seasonal events to be held at the market (cooking demos, book signing, holiday festivals and community events);
- Develop monthly calendar and outreach materials and social media schedule to promote the market

SEE-LA is an Equal Opportunity Employer

Opportunity is open until filled.

Interested candidates please email resume, cover letter, and salary history with "HFM Manager" in subject line
to: HFManager@see-la.org

Application Deadline: June 4, 2014, 5:00pm