

Farmers Market Manager

FLSA Status: *Non-exempt*

General Definition of Work:

The Farmers Market Manager oversees the operations, programming, and promotion of the **Galax Farmers Market**, ensuring a welcoming, vibrant space that connects local growers, makers, and the community. This position plays a key role in vendor relations, event coordination, and community outreach to strengthen Galax's reputation as a destination for art, music, and outdoor recreation.

Qualification Requirements:

To perform this job successfully, an individual must be able to perform each essential function satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable an individual with disabilities to perform the essential functions.

Key Responsibilities

- Manage day-to-day operations of the Market each Saturday (May–October), including setup, logistics, and vendor coordination. Requires weekend, holiday, and seasonal work with fluctuating hours.
- Recruit, support, and communicate with vendors; ensure compliance with market rules and City policies.
- Knowledge of rules and regulations regarding VAFM procedures, SNAP and VFM programs.
- Develop seasonal promotions and special market events that increase attendance and vendor sales.
- Coordinate with Tourism Director on marketing through social media, print, and on-site signage. Create and manage content for market social media accounts.
- Maintain accurate records of vendor participation, attendance, and market revenues.
- Assist with special events and festivals hosted by the Tourism Department, including Merlefest, Galax Old Fiddlers Convention, and the Old Time Appalachian Christmas Festival.
- Prepare supply orders, coordinate maintenance, and ensure the facility and grounds are clean, safe, and welcoming.
- Manage administrative tasks, including reports, budget tracking, and requests for payments or supplies. Ability to work independently with minimal supervision.
- Serve as an ambassador for Galax, providing excellent public service to visitors and vendors. Work effectively with City Officials, staff, and the public.

Education and Experience:

High school diploma with experience in areas such as marketing, agriculture, business, economics, administration, or a related field with considerable related retail supervisory and promotional experience.

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Physical Requirements:

This work requires the regular exertion of up to 10 pounds of force; and occasional exertion of up to 100 pounds of force or more; work regularly requires standing, walking, sitting, speaking or hearing and using hands to finger, handle or feel, and reaching with hands and arms and repetitive motions; frequently requires stooping, kneeling or crouching; and smelling, tasting and pushing or pulling; work has standard vision requirements; vocal communication is required for expressing or exchanging ideas by means of the spoken word and conveying detailed or important instructions to others accurately, loudly or quickly; hearing is required to perceive information at normal spoken word levels; work requires preparing and analyzing written or computer data, visual inspection involving small defects and/or small parts and observing general surroundings and activities; work requires frequent exposure to wet, humid conditions and exposure to chemicals; work is generally in an outdoor, moderately noisy location.

Special Requirements:

Valid Commonwealth of Virginia Driver's License.

Work is on weekends, holidays and seasonal with fluctuating weekly hours.