

Main Street WOOSTER

Farmers Market Coordinator Job Description

The Farmers Market Coordinator is responsible for ensuring the successful operation, growth, and public experience of the Downtown Wooster Farmers Market. This position plays a key role in strengthening local connections and supporting small farmers and artisans, while bringing strong foot traffic to downtown businesses. This is an opportunity to play a visible, hands-on role in supporting downtown vitality and community connections.

The Farmers Market Coordinator helps shape one of Wooster's most beloved traditions—bringing together local producers, small businesses, and residents in a lively downtown setting.

- Seasonal part-time hybrid position, mid-January through mid-October, weekends required.
 1. Pre-season preparation (Mid-January – Mid-May): (estimated 5 hours per week; monthly wage starting at \$500)
 2. In-season management (Mid-May – Early October): (estimated 15 hours per week, monthly wage starting at \$1500)
- Position reports to Executive Director and collaborates with Project Manager.

Skills required:

- Strong organizational and record-keeping abilities
- Effective communication and problem-solving skills
- Creative thinking and self-motivation
- Basic financial tracking and budgeting
- Digital marketing and content creation (photography, social media, Canva or equivalent)
- Proficiency with Microsoft Office and social media management tools
- Commitment to community engagement and Main Street Wooster's mission

Physical requirements:

- Ability to lift and carry up to 50 lbs and perform physical tasks such as pushing, pulling, bending, and reaching during setup and teardown
- Ability to stand or walk for up to 6 hours at a time in outdoor conditions (rain or shine)
- Comfortable working in a lively, sometimes noisy, public environment

Other requirements:

- Valid driver's license
- Reliable transportation
- Access to device that allows for electronic communications and digital marketing
- Cell phone usable during event preparation, programming, and closing

Vendor Recruitment & Compliance

- Review vendor applications for producers & artisans throughout the year; determine vendor eligibility for quality, aesthetic, and market mix; on-board those vendors accepted for the market and manage rejection of those denied.

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- When appropriate, actively recruit new vendors to expand the variety of products for sale.
- Inform vendors of the Farmers Market rules, enforce them during the season, and collect and record vendor contracts.
- Confirm that all vendor licenses, permits, and insurance documents are current, valid, and displayed as necessary.
- Manage vendor scheduling; assign vendor spaces throughout the season based on transparent criteria; distribute a weekly vendor placement map.
- Work with The Wayne County Health Department to ensure vendor/market compliance with essential protocols.
- Mediate disputes and vendor concerns professionally and involve the Executive Director as needed.

Market Operations

- Oversee weekly setup, teardown, and street closures; ensure a clean, safe market environment.
- Manage vendor placement and on-site logistics; resolve issues promptly.
- Coordinate entertainment logistics (musician payments, power access, etc.).
- Serve as the on-site contact to ensure a positive experience for vendors and customers.
- Recommend attractions and enhancements to the Executive Director; implement those approved.

Marketing & Engagement

- Capture and share compelling photos, videos, and stories from the market.
- Create engaging posts on social media; respond to comments and inquiries.
- Coordinate with Main Street Wooster staff on marketing strategies and materials.
- Schedule community organizations or performers to enhance the market atmosphere.
- Gather and share feedback to continually improve the market experience.

Reporting & Administration

- Collect vendor fees, maintain accurate financial records, and deliver payments to the Executive Director. Ensure that vendor fees are paid prior to day of market.
- Provide regular updates on operations and vendor/customer feedback.
- Oversee the annual Farmers Market vendor meeting.
- Track estimated hours and provide regular updates to Executive Director
- Perform other duties as assigned to support the mission and success of the market.

TO APPLY: Email a cover letter, resume, and references to Shannon@MainStreetWooster.org