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Athens Land Trust is an innovative and adaptive community and conservation land trust in Georgia. We look for team members who are creative, deeply committed to advancing equity, and excited about embracing an evolving set of responsibilities and opportunities as the organization grows.

Job Description: West Broad Farmers Market (WBFM) Manager

The WBFM Manager will manage and coordinate all elements of the West Broad Farmers Markets held weekly on Tuesdays and Saturdays, including 1) managing two market channels (online and in-person), 2) building capacity and supporting microenterprises through teaching the Grow your Business (GYB) sessions, 3) creating commercial sponsorship, demand creation marketing and identifying new donor funding. The WBFM Manager will provide strategic leadership of volunteers, interns, new vendors and commercial sponsors. The WBFM manager will manage digital platforms and ensure all data is captured and organized efficiently. Work collaboratively with the Community Agriculture team at the Athens Land Trust. Must be willing to work Saturdays.

Specific duties are as follows:

- Collaborate with operation, program and finance staff to coordinate the design, planning, innovations and execution of the WBFM, both in-person and online.
- Provide accurate data entry and reporting on activities, participation, and finances of the market progress.
- Lead efforts to improve diversity of market channels, demand creation, increase sales, and innovation around WBFM.
- Develop improved curriculum for GYB sessions that demonstrate improved skills, capacity and executed business plans.
- Partner with external speakers to improve the Grow Your Business sessions that will show demonstrated improvement in business skills and business plans of participants.
- Establish and implement improved data entry, analysis and reporting of market performance.
- Increase awareness and redemption of Double SNAP/EBT Dollars at the Saturday market
- Identify creative interns to consistently improve the marketing and operations for WBFM.
- Be an advocate for our core values and ensure all decisions, programs, and processes are aligned with our culture and core beliefs.
- Collaborate with development staff to grow and diversify the organization's funding sources.
- Ensure professional implementation of the weekly markets and link to digital marketing platforms.
- Recruit and market for WBFM vendors and customers to increase sales.
- Collaborate with the Community Ag Director on incorporating Young Urban Farmers in the operations of the WBFM.



- Serve as a backup check and payroll processor.

All ALT Employees:

- Be in the office according to a predetermined schedule to answer email and messages, prepare detailed timesheets, coordinate with fellow staff
- Participate in grant management including grant writing support and reporting
- Write newsletter articles, brochures and educational materials related to ALT's programs and activities
- Attend weekly staff meetings
- Be part of a team-provide support for all staff members in their respective duties

Qualifications:

- Understanding of grants, federal funding, grant writing, and fundraising with private sector businesses.
- Creativity in developing and executing capacity building programs for adults.
- Ability to lift and move tents, tables, etc.
- Excellent analytical, organizational, and administrative skills. The candidate must show meticulous attention to detail and demonstrate accuracy and timeliness in record keeping, problem solving and tracking.
- Experience with developing and managing successful small business operations.
- Ability to successfully manage multiple assignments without close supervision. They must be able to prioritize and meet deadlines.
- Communicate effectively with diverse populations.
- Show flexibility, and be comfortable with being part of a team effort.
- Proficiency in Excel, Word, cloud software (e.g., Salesforce) and interest to learn new technological systems.

Education:

Any combination of experience and education. At least two years of experience in a leadership role at a farmers market or similar small business is highly preferred. Candidates with experience in Nonprofit Administration, Human Services, or Public Administration are also encouraged to apply.

Compensation:

The hourly pay rate is \$23. Currently, the position is a part-time role (up to 30 hours), but there is a possibility that this position will transition to full-time in 2024.

To apply, please send a resume and letter of interest to Tony Gayles, Director of Community Agriculture, at tony@athenslandtrust.org.