



POSITION TITLE: Farm Program Manager

REVISED: September 2020

GRADE: (E)

FLSA STATUS: Exempt

REPORTS TO: Director of Asset Management

PIKE PLACE MARKET PDA BACKGROUND:

The Pike Place Market PDA is a non-profit corporation chartered in 1973 by the City of Seattle to develop, own, and operate most of the properties in the nine-acre Pike Place Market historic district. The PDA is landlord to 200+ year-round commercial businesses, 170 crafts people, 110 farmers, and 275 apartment dwellers, many of which are elderly. Market Security is responsible for the safety of the public and the Market community.

POSITION SUMMARY:

This position is responsible for marketing and promoting the Pike Place Market farmers' market, making it a successful sales venue for farmers and increasing the Market's customer base for farm-fresh produce. In addition to developing policies and programs to meet these objectives, the Farm Program Manager is also responsible for farmer recruitment, farm inspections and ensuring that all farm products and programs comply with the Market's "Meet the Producer" tradition. Represents the Market on all farm/agriculture issues and works closely with the PDA Marketing Department to develop marketing materials, conduct research and outreach to various stakeholders.

ESSENTIAL FUNCTIONS:

- Work cross-departmentally to promote and support the Pike Place Market farmers' market by developing and implementing programs, policies, promotions and opportunities that expand the farmers' market presence and market share.
- Enhance existing farm programs, promotions, marketing and events through operational, marketing and other support. Experience in urban farmers market set up and planning is preferred.
- Take a leadership role in the day-to-day activities of Farm Season
- Develop relationships with and represent PPM farmers' market to farm, food and agriculture organizations; other farmers' markets; government agencies; local business; and other organizations as needed with an enhanced focus on sustainable, and local agriculture. Candidate should be familiar with these movements on a local/statewide basis.
- Thinking creatively and ability to introduce new ideas and practices to the PPM farm program.
- Maintain close communication with Market farmers through daily inspection of products, periodic surveys, farm visits, and other communications.
- Recruit and support Market farmers, oversee permit applications for all new and returning farmers, maintain the PDA Farm Program database, orient qualified farmers to existing farm programs, and provide technical assistance to farmers where needed.
- Enforce PDA rules and regulations through inspections of new Market farmers and periodic re-inspections of current farmers to ensure compliance.
- Develop and monitor Farm Program budget and report budget activity to managers as required.
- Oversee the position of Farm Program Coordinator and maintain productivity benchmarks accordingly in conjunction with the goals set by the Director of Marketing & Communications.

MINIMUM REQUIREMENTS:

- Four-year college degree with emphasis in farm/agriculture, marketing or related field. Equivalent years of experience also apply.

- Ability to prepare, implement, and monitor a departmental budget.
- Strategic thinker with good judgment and solid problem-solving/execution skills.
- Self-starting/Self-directed team player with the ability to work in a fast-paced environment with multiple deadlines. Some cold-calling for recruitment purposes is required.
- Strong leadership, communication and customer service skills, and the ability to work with and among diverse people.
- Valid WSDL.
- Proficient computer skills; knowledge of Microsoft Outlook, Excel, Word and Access

WORK ENVIRONMENT/PHYSICAL DEMANDS:

- Must be ambulatory, able to walk 8 hrs, lift and carry up to 50# and operate a 2-way radio.
- Some travel required including periodic drives to Eastern WA for farm inspections.
- Work schedule may vary and may require weekend/evening work, or working outdoors.

COMPENSATION:

Starting Salary Range: DOE. Benefits include employer-paid medical, dental, term life, and LTD insurance for employee, with Section 125 Plan for un-reimbursed medical/dependent care costs. Pension plan offered after one year and deferred comp plan available immediately.

APPLICATION PROCEDURE:

Submit resume, Cover letter and Salary Requirements in one of the following manners:

- Fax to (206) 625-0646
- Email to hr@pikeplacemarket.org
- By mail to Pike Place Market PDA, Attn: Human Resources, 85 Pike Street, Room 500, Seattle, WA 98101,

The Pike Place Market PDA is an equal opportunity employer and encourages applications from persons of diverse backgrounds and perspectives.