

Nederland Farmers Market – Market Director Job Description

Running a successful farmers market requires community engagement and the ability to wear many hats. The Nederland Farmers Market (NFM) is a seasonal market with 12 events and two festivals annually which the Market Director plays a central role in its success. This person must be self-motivated, highly organized, and passionate about local food systems and community building. They are responsible for marketing outreach and day-of leadership/logistics. The Market Director is a visible and welcoming presence at every market, ensuring operations run smoothly for vendors, customers, and volunteers.

JOB DESCRIPTION

The Market Director will report directly to the Board of Directors and is responsible for the following activities:

- Oversee set-up, breakdown, and site management for all 12 seasonal markets which include two festivals, including signage, layout, vendor placement, and emergency protocols. Hours to be available for regular market days are 7am - 4pm. Hours to be available for the two festivals are 7am - 6pm.
- Operate the Market's central booth, managing information distribution, vendor check-ins, produce box pick-up, and health/human service programs including SNAP and DUFEB.
- Support for our Mini-Markets, filling in for setup, sales, and/or take down shifts when needed.
- Serve as lead contact with market site landowner.
- Recruit, train, and coordinate volunteers (both in person and through an online volunteer signup platform), working with the Produce Stand Manager to support all areas of market operation.
- Manage vendor recruitment, applications, communications, space assignments, and fee collection. Maintain accurate vendor revenue reports and ensure a full and balanced market each week.
- Create and execute a comprehensive marketing and outreach strategy, including social media management, ad placements, and content creation. Maintain and update the NFM website, ensuring functional volunteer and food share sign-up tools.
- Lead fundraising efforts including grant writing, reporting, sponsorship coordination, and support for Colorado Gives Day and related campaigns.
- Collaborate with the board of directors and staff on market strategy, financial reporting, and annual budget planning. Attend monthly board and staff meetings, and deliver

reports on operations and performance.

- Ensure the market's compliance with relevant town and state regulations, insurance needs, and nonprofit status.
- Work outdoors in varying weather conditions and be available to lift/carry up to 50 lbs as part of event setup and teardown.

Compensation: \$20,000 - \$26,000, depending upon qualifications and ability to spearhead effective grant writing efforts. A bonus will be available after each of the two festival markets. There is lots of room to grow in this role.

Average Hours:

May through September - 25 hours/week

October through January - 15 hours/week

This is an independent contractor role.

REQUIREMENTS

- Available for all market days, festivals, meetings, and planning periods throughout the year (contract runs through Jan 31, 2026)
- Reliable, communicative, and enthusiastic about local food and community engagement
- Comfortable leading a team, managing multiple projects.
- Proficient with social media, email marketing tools and basic website building platform

TO APPLY - send a cover letter and resume to nederlandfarmersmarket@gmail.com. Put the title of the job you are applying for in the subject line of your email.