

**CITY OF PATEROS POP-UP MARKET
MARKET COORDINATOR
Job Description**

The City of Pateros is looking to establish an outdoor market. The Pateros Pop-Up Market is intended to open business opportunities for local and regional entrepreneurs and startups; and to increase business and retail activity in downtown Pateros. Although the impetus of the market is driven by the COVID-19 Pandemic and the need for businesses to have a safe environment for businesses activity, the City wishes to further facilitate small startups and commercial activity.

The City seeks improve the local economy; support local businesses; and offer a safe, friendly, positive environment for business activity.

Market Coordinator Position

The Market Coordinator is a contract position with primary responsibility being the day-to-day operation of the market. This will include an on-site presence at the market during all market hours, as well as off-site work during non-market hours. The Market Coordinator will report to the Market Committee, who will set market policy. In addition, the Market Coordinator will represent the market to the market's vendors, the consumers and to the community.

Market Start-up Duties

- Recruit new vendors
- Monitor compliance with relevant regulations and codes
- Make stall assignments
- All market expenses to be approved and purchased through City Hall and/or City Administrator.
- Approve all applications and make sure all vendor forms are completed properly and retained.

Daily Tasks and Responsibilities

- Coordinate opening and closing of the market
- Assist at stalls when necessary
- Enforce relevant regulations and codes
- Handle emergencies and complaints
- Serve as quality control person for acceptable market items, as well as for the market's general appearance and cleanliness.
- Maintain an information booth
- Keep a daily market log
 - Collect fees

- See that licenses and permits in order (City Business License, Department of Health, and others)
- Log gross daily sales
- Hold vendor meetings as necessary

Assistant Market Coordinator Position

25% of Space Lease collected is earmarked for an Assistant Market Coordinator to assist in the Market Daily Tasks and Responsibilities. An assistant is to be selected by the Market Coordinator.

The Market Committee may reallocate this to the Market Coordinator based on an approved contingency plan addressing that the Daily Tasks and Responsibilities will be met in the event of his/her absence.

Communication and Networking Tasks

- Represent the market in meetings with community members.
- Develop a positive relationship with vendors
- Build positive customer relations.
- Maintain communications with city, county health department, local businesses owners, and others connected to the market.
- Follow instructions from and maintain communications with the Market Committee.
- Work with the Market Board and vendors to develop strategic plans.

Promotion and Advertising Duties

- Create an annual calendar of events
- Manage social media accounts
- Develop new promotional ideas
- Arrange for media coverage and represent the market to the media.
- Work with City Clerk in establishing advertising budget and implementation.
- Review logos and other marketing tools with Market Committee as necessary.

Evaluation Duties

- Conduct periodic surveys to assess customer opinions and satisfaction.
- Invite, listen to, and use input from vendors and others to improve the market
- Lead in monitoring and, when necessary, revision of the market’s mission, goals, and strategies.
- Evaluate and improve the effectiveness of meetings and other team activities.

Qualifications

- Good communication skills with many different groups—vendors, customers, city/state officials, committee members, community groups, etc.

- Ability to think creatively
- Leadership skills—ability to make quick, sound, fair decisions for the good of the market
- People person with skills in diplomacy
- Dispute resolution skills
- Organizational skills
- Marketing skills helpful
- Some financial knowledge helpful: i.e. budgeting
- Self-motivated
- Passionate about the community and value of the market

Compensation

This position is paid \$5,000 per year on a monthly basis. The Market Coordinator is also paid 50% of all Space Lease. The position is for an independent contractor and does not include benefits.

Applications will be accepted through Noon, January 15th, 2021. To apply, please submit a cover letter, resume and names and contact information for three references to City of Pateros, City Hall or mail to: City of Pateros P.O. Box 8, Pateros, WA 98846 or email to: Jord Wilson at paterosparks@outlook.com