

## WaFM Volunteer Job Descriptions

### Vendor Coordinator – Farmers – FILLED!

*1 volunteer – this is a multi-season commitment*

- Recruit new farmers to the market to fill specific needs – missing products
- Interview potential farmers to ensure that they will fit with the market's culture and rules
- Check references of potential farmers
- Help retain existing farmers by working with them to ensure successful market days at WaFM
- Participate in yearly visits to farmers pre-season and mid-season
- Check in with farmers weekly to gather product list for that week's market and to keep them up-to-date on market events
- Enter farmers' products into newsletter template weekly

### Vendor Coordinator – Cottage Vendors *(all vendors who are not growers)*

*1 volunteer – this is a multi-season commitment*

- Recruit new cottage vendors to the market to fill specific needs – missing products
- Interview potential cottage vendors to ensure that they will fit with the market's culture and rules
- Check references of potential cottage vendors
- Help retain existing cottage vendors by working with them to ensure successful market days at WaFM
- Participate in yearly visits to cottage vendors
- Check in with cottage vendors weekly to gather product list for that week's market and to keep them up-to-date on market events
- Enter cottage vendors' products into newsletter template weekly

### Social Media Coordinator – FILLED!

*1 volunteer – this is a multi-season commitment*

- Work with the Market Manager and Newsletter Coordinator to develop a schedule of topics for the weekly social media posts and newsletters.
- Post on the market's social media accounts on a regular basis.
- Take photos at the market for inclusion in social media; share the photos for reuse

### Newsletter Coordinator

*1 person every week; can be shared by several people over the season*

- Develop a schedule of topics for the weekly newsletters with the Social Media Coordinator and the General Manager. Regular newsletters begin in mid-April and will continue through the last week in October.
- Write a short piece for each weekly newsletter.
- Enter into newsletter template in MailChimp app.
- Proof-read section on vendors and their offerings – with special attention to spelling and consistent punctuation and capitalization.
- Take photos at the market for inclusion in social media; share the photos for reuse.

### Market Booth Assistance

*5 volunteers needed for the season, each works 1 market a month:*

- Assist with market booth set-up and break-down so that General Manager can handle other issues that may arise before opening bell
- Assist with token processing and shopper questions at the market once a month on a regular schedule (first Tuesday, second Tuesday, etc.)
- Tasks include:
  - swiping credit, debit, and SNAP cards for validation through credit card machine
  - recording each transaction in paper register for reconciliation by Market Manager
  - disbursing appropriate tokens to shoppers
- Frequency: this will be a regularly-scheduled volunteer opportunity. If a volunteer is unavailable on their regularly-scheduled week, they can arrange to swap with one of the other Market Booth Assistance volunteers
- Training will be given prior to season start; assistance will be present at the market for first round of volunteer dates

### Kid-centered Activities – **1 INTERESTED PERSON**

*1 or 2 people needed*

- Prepare and shop for a LOW-COST kid activity at market
- Schedule needs to be predictable, but can be flexible and is negotiable (once or twice a month would be ideal)
- Target age for activities is about 3 - 10
- Budgeted funds available to cover costs (approx. \$50); there is already a good supply of markers, glue, and scissors
- Good opportunity for a HS teen (or team) looking for volunteer hours
- Market manager and vendors can assist with connecting to resources for ideas

- Activities should be market / healthy food related
- Materials used should be earth-friendly

### Chef Demonstrations – **FILLED!**

#### Event Assistant

*1 person per event; as many people as are interested can share this role*

- Assist the person running the special event at the market
- May include pre-market assistance depending on the event
- Special events include kid activities, cooking demonstrations, and market surveys (others may be added)

#### Provide Spanish-language translation

*1 person every week*

- Assist Spanish-language shoppers at the market:
  - finding specific food items
  - asking / answering shopper questions of vendors
  - explaining how to purchase tokens
- Schedule needs to be predictable, but can be flexible and is negotiable
- Good opportunity for a HS teen (or team) with strong Spanish-language skills looking for volunteer hours

#### Publicity – printed materials

*as many people as are interested can share*

- Take a stack of market cards to work and leave in the lunchroom or post on a central bulletin board
- Take a stack of market cards to your favorite businesses and ask if they will share with their customers
- Take a couple of posters to local businesses and ask if they will place in their window or post on a public bulletin board
- Coordinate within the group of volunteers so that there is no duplication
- This function usually lasts from mid-April to mid-May with a possible restocking in August or September.

#### Publicity – online calendars – **FILLED!**

*1 volunteer – this is a full season commitment*

- List the weekly market details on local websites that offer free calendar postings.
- Coordinate within the group of volunteers so that there is no duplication
- Updates will be sent by the Market Manager

- This function has an initial start-up in mid-April; throughout the season it may take 10 minutes a month per calendar site that the volunteer manages.

#### Yard Signs

*as many people on streets with average car traffic of \*\*\* as are interested*

- Do you live on a BUSY street? Would you be willing to put up a yard sign on Monday evening and take it down after 7pm on Tuesday?
- We will send you a reminder every Monday during market season.

Chef Demonstrations – **FILLED!**