

## WFM Volunteer Job Descriptions

### Owner / Market Manager

*1 or more volunteers – this would be a weekly, on-site commitment – May through October*

- Please contact Penny to discuss what is involved here and to discuss how a transition could work (newsletter@wyomingavefarmersmarket.com).
- If most of the following positions are filled, this can be easily handled by one person. Most of this role is paperwork and on-site management of the market.
- If you would like to share this role, it would be best if you could recruit a partner; having an established relationship with your co-owner/manager would go a long way to ensuring success with this function.

### Vendor Coordinator – Farmers *(all vendors who grow or raise food)*

*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

### Newsletter Coordinator – *filled!*

*1 volunteer*

- Develop a schedule of topics for the weekly newsletters with the Social Media Coordinator and the Market Manager. Regular newsletters begin in mid-April and will continue through the last week in October.
- Write a short piece for each weekly newsletter based on the schedule established at the beginning of the year.
- Enter into newsletter template in MailChimp app.
- Proof-read the “other” section of the newsletter with special attention to spelling and consistent punctuation and capitalization.
- Take photos at the market for inclusion in newsletters; share the photos with the Social Media Coordinator for reuse.

### Social Media Coordinator

*1 volunteer*

- 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 with Newsletter Coordinator for reuse

### Kid-centered Activities

*1 volunteer*

- Prepare, shop for, and manage a LOW-COST kid activity at market
- Schedule needs to be predictable, but can be flexible (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

### Event Coordinator

*1 volunteer*

- Schedule special events for the market such as cooking demos, once a month craft vendors, and charitable organizations.

- For cooking demos, work with the guest chef to ensure that with any needed supplies or equipment are at the market. There are some supplies owned by the market and others that can be borrowed from our kitchens.
- For cooking demos, assist the guest chef, if necessary, with food prep, plating, serving.

### 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

*1 volunteer – this is a full season commitment*

- List the weekly market details on local websites that offer free calendar postings.
- 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.

### Yard Signs

*as many people on streets with steady car traffic 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.