



## Millen Farm Recruitment Pack

### About Millen Farm

Based in Samford Valley our urban farm maximises underutilised public land to create a place for locally grown food. We are a strong voice for our local area and community. Our markets are a place for people to connect with fruit and veggie farmers and producers. A place to catch up with friends and neighbours in our local, natural and ethical market filled with fresh, organic, handmade products.

### About the role

The Millen Farm Market Manager entrepreneur will be required to attend every market and be focused on strengthening the connection between Millen Farm, and the local community, through the development of relationships of current stallholders and to grow the markets in line with our core values and principles. Currently the existing market runs on a Wednesday, this is your opportunity to grow the markets. The markets are temporarily held at the parking area adjacent to the netball courts, however as soon as the construction work has been completed on the Community Hub, the markets will relocate to the precinct next to Millen Farm. This will be a fresh new start for the Millen Farm markets, with ample of opportunities to improve the market; day of the week, time of the day, new stall holders, etc.

Amongst other things, this will include market operations, stallholder coordination, marketing and promotion, customer relations and market financials. All non-market day hours are flexible and can be worked around the manager's own schedule. For this reason, the chosen applicant must work well without supervision and have excellent time management skills. The Market Manager will be required to meet with the Millen Farm operations team at a regular monthly meeting.

The respective responsibilities of Millen Farm and the Market Manager will be discussed and agreed in more detail in the recruitment process.

## Summary of main responsibilities of each party

- Enter into a three-year contract — renewable annually on receipt of a satisfactory report on the Market Manager's performance of the previous year, requirements to be negotiated and agreed  
Will be required to trade under the Millen Farm brand and use the already established Millen Farm website and digital channels no other accounts will be established for the Millen Farm Markets.

# ROLE DESCRIPTION

## ACCOUNTABILITIES

### Customer relations

- Handle enquiries from general public via email and phone
- Facilitate communication between customers and stallholders
- Follow up on shopper or community comments or complaints
- Exceptional customer service skills and a positive disposition
- Create a culture and an economy for locals, including growers, artists, musicians, makers and creators.
- Highly developed communication skills including the ability to articulate ideas, talk with a variety of people with different background and interests in a way that embodies the professional and community focused values of the farm

### Stallholder relations and coordination

- Handle enquiries from current and prospective stallholders via email and phone
- Select stallholders — ensuring all applications meet requirements including holding a current public and product liability insurance policy, accreditation certification and relevant regulation paperwork
- Maintain a diverse stall mix of quality produce, focussing on local producers that meets the market guidelines
- Maintain stallholder list with relevant contact details etc.
- Manage stallholder waiting list (if applicable)
- Ensure stallholders adhere to market regulations
- Facilitate communication between the Millen Farm Board and Operations team and stallholders
- Handle stallholder comments or complaints market operations

### Market operations

- Organise entertainment or special guests for market day
- Coordinate and supervise site set up and pack down (bump in and bump out) on market day
- Manage community group and staff involvement
- Coordinate volunteer and staff roster (if applicable) — instruct volunteers and staff on their role at the market
- Liaise with Moreton Bay Regional Council and Samford and Districts Progress and Protection Association Inc as necessary to ensure any site issues are resolved quickly

- Ensure market operations comply with all local, state and COVID guidelines
- Ensure market insurance is current
- Keep market licence up to date
- Organise, facilitate and promote other community or fundraising activities which align with Millen Farm values
- Constructively reduce and recycle market waste

## Policies or reporting or research

- Liaise with Millen Farm Board and Operations team on issues relating to stallholders, site management and customer relations
- Identify necessary improvements, present to Millen Farm Operations and Board team and implement when decision is made to proceed
- Promote the market in the community through grassroots efforts and provide copy for regular Facebook and newsletter posts.
- Prepare project report for Moreton Bay Regional Council following any funding application success
- Maintain documents such as Producer Spreadsheet, Standard Operating Procedures, Stall holder applications, permit applications. Prepare submissions for awards and contribute to preparation of funding submissions.
- Carry out shopper and local trader surveys when deemed necessary – e.g. for use when applying for Moreton Bay Regional Council funding or other grant opportunities
- Present monthly and annual financial report to Millen Farm Board

## Marketing and promotions

- Update Facebook and market websites that are currently being used by Millen Farm
- Organise the design, printing and distribution of market flyers, posters, signage and other printed materials
- Prepare and send press release to publicise each market and special events/seasonal activities taking place at the market to the Millen Farm Marketing person
- Organise advertising in local publications as the market budget allows
- Plan promotional events when deemed necessary
- Market financials
- Work within budgetary constraints as advised by the Millen Farm Board.
- Collect stallholder fees and issue receipts
- Bank monies promptly after each market
- Keep accurate records of all incoming and outgoing monies
- Develop and maintain relationships with other local organisations such as tourism groups, food groups, trader organisations, cultural groups, festival committees, local schools, retirement villages and our volunteers in a way which will:
  - Help the market to establish itself as a permanent fixture in the community
  - Promote the values and activities of the market
  - Help to develop a local food culture
  - Allow the market to promote itself while also promoting those other organisations
  - Build relationships with local sponsors

## Applicants

**Closing date: Sunday 1<sup>st</sup> November 2020 by 5pm**    **Enquiries:** Greg Boyd [gboyd@millenfarm.org](mailto:gboyd@millenfarm.org)

## How we plan to recruit this position

Date	Description
<b>18 Oct – 1 Nov</b>	<p>Applicant reads through the Millen Farm Recruitment Pack.</p> <p>Applicant emails resume and brief description of themselves, why they would like to be the Millen Farm Market Manager and how they meet the requirements to <a href="mailto:gboyd@millenfarm.org">gboyd@millenfarm.org</a></p>
<b>Sunday 1 Nov</b>	Applications close 5pm
<b>1 Nov - 4 Nov</b>	<p>Applicant receives email from <a href="mailto:gboyd@millenfarm.org">gboyd@millenfarm.org</a></p> <p>In this email we will let you know if we would like to schedule an interview.</p>
	<p>Applicants will get the opportunity to have business planning support provided by Millen Farm. A template for this plan can be found on the Millen Farm website <a href="http://millenfarm.org">millenfarm.org</a></p> <p>Please contact Greg by email if coaching is required. <a href="mailto:gboyd@millenfarm.org">gboyd@millenfarm.org</a></p>
<b>5 Nov – 9 Nov</b>	Interview with 2 panel members
<b>12 November</b>	Market Manager will be appointed (start date to be decided)

## Initial information needed from applicants

There is no specific application form, but we would like you to provide the following information in your initial submission to [gboyd@millenfarm.org](mailto:gboyd@millenfarm.org)

- Your resume
- A brief description about yourself
- A brief description (no more than A4 page) on why you would like to be the Millen Market Manager and about how you meet the market requirements, including:
  - Capacity to run a small business
  - Interpersonal skills and the ability to work effectively with a range of people and work ethic
  - Empathy and attachment to the broader Samford community