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Position Description

Director of Markets

Job Summary

The Director of Markets provides strategic, operational, and programmatic leadership for Market Umbrella's Crescent City Farmers Markets (CCFM) and related market-based initiatives. This position is responsible for ensuring excellent market operations, supervising market staff, supporting vendor recruitment and success, overseeing market-related grant implementation and reporting, and advancing technical assistance efforts related to public market operations, local agriculture, and small business development.

The Director of Markets serves as a member of Market Umbrella's senior leadership team, reports to the Executive Director, and supervises the Market Manager while supporting oversight and coordination of Market Coordinators, interns, volunteers, and other market support staff. This role requires regular on-site market presence, including outdoor work and occasional evenings/weekends.

Essential Duties & Responsibilities

1. Market Operations Leadership

- Provide strategic oversight and day-to-day operational leadership for Crescent City Farmers Market locations.
- Ensure consistent, high-quality market operations that align with Market Umbrella's mission, values, and standards.
- Supervise the Market Manager and support coordination/oversight of Market Coordinators and market support staff.
- Provide clear direction, delegation, coaching, and accountability for market team performance.
- Identify and remove operational barriers; intervene as needed to support successful execution.

- Oversee startup planning and implementation for new CCFM sites and market moves/relocations.
- Perform other duties as assigned (approximately 5%).

2. Staff Supervision, Training & Team Development

- Ensure market staff, interns, and volunteers have the knowledge, tools, and resources needed to perform assigned responsibilities.
- Provide ongoing guidance and support based on team members' skills, experience, and development needs.
- Promote a supportive, collaborative, and solutions-oriented team culture. • Support workflow planning and role clarity across market operations functions.

3. Vendor Systems, Recruitment & Support

- Oversee vendor recruitment, application processing, onboarding, and ongoing participation processes.
- Maintain and improve systems related to vendor rules, regulations, and market participation requirements.
- Support vendor success through responsive communication, issue resolution, and technical assistance.
- Participate in and lead activities that increase local food sales beyond CCFM market spaces (value chain coordination).

4. Procedures, Documentation & Compliance

- Maintain clear, current, and accessible procedures manuals for internal market operations and external vendor-facing systems.
- Develop and update protocols, tools, and operating procedures to improve consistency and efficiency.
- Support compliance with organizational standards, grant requirements, and market operational expectations.

5. Cross-Departmental Collaboration & Outreach

- Collaborate with Program Directors/Managers and the Communications Specialist to coordinate outreach, marketing, and community engagement related to CCFM.
- Support alignment between market operations, food access programming, and organizational communications.
- Provide timely updates and operational information to relevant staff across the organization.

6. Grant Project Implementation, Reporting & Budget Coordination

- Assist with grant scoping and proposal development related to market operations and public market initiatives.
- Oversee implementation of market-related grant projects and associated deliverables.

- Support required grant reporting, data collection, and budget management tied to market programs.
- Coordinate with leadership and finance staff as needed to ensure grant compliance and reporting accuracy.

7. Program Evaluation & Data Collection

- Oversee market evaluation activities, including customer counts, survey distribution, and impact-related data collection.
- Ensure evaluation activities support funder requirements, organizational learning, and strategic decision-making.
- Use data and feedback to inform market improvements and long-term planning.

8. Technical Assistance & Public Market Capacity Building

- Serve as the primary point of contact for technical assistance related to public market operations, local agriculture, and small business development.
- Maintain strong relationships with local, state, and national food systems and public market stakeholders.
- Provide technical assistance to vendors and market professionals through mentoring, peer learning, one-on-one support, and trainings.
- Develop workshops, presentations, and issue-based learning opportunities focused on public market best practices, farmers market programming, and vendor/business development.
- Formalize Market Umbrella's technical assistance tools and processes into replicable resources.

9. Organizational Leadership & Strategic Planning

- Participate as a member of the senior team and support implementation of Market Umbrella's strategic plan.
- Assist the Executive Director in identifying and developing new program, market, and partnership opportunities.
- Stay informed on trends and best practices in public markets, food access, and food systems, and apply insights to organizational planning.
- Maintain and strengthen relationships across local and regional food system networks, including coalition participation.
- Prepare market reports and updates for the Board of Directors.

Required Qualifications

- Minimum of **three (3) years** of experience in public markets, food access, food systems, and/or related fields.
- Minimum of **two (2) years** of management experience, including staff supervision and project oversight.
- Experience with small business startup and operations, including the ability to provide

technical support to emerging business owners.

- Strong oral, written, and interpersonal communication skills.
- Strong organizational and time management skills with the ability to manage multiple priorities simultaneously.
- Proficiency in **Microsoft Office** and **Google Workspace (Google Suite)**.
- Ability to work a flexible schedule, including evenings and weekends, as needed.
- Ability to work outdoors in varying conditions and oversee site-based operations.
- Demonstrated commitment to teamwork, problem-solving, and mission-driven work.

Preferred Qualifications

- Direct experience managing farmers markets or public market operations.
- Familiarity with Louisiana food systems, local agriculture, and producer/vendor networks.
- Experience with grant implementation, reporting, and budget tracking.
- Experience developing and facilitating trainings, workshops, or technical assistance programs.
- Working familiarity with food production practices and food-related business/regulatory requirements.

Knowledge, Skills & Abilities

- Knowledge of public market operations, vendor management, and customer-facing program delivery.
- Knowledge of or ability to learn local food systems, food access strategies, and small business support practices.
- Skill in staff supervision, coaching, delegation, and performance support.
- Skill in project management, workflow coordination, and operational problem-solving.
- Strong written communication skills for reporting, documentation, and professional correspondence.
- Strong verbal communication and facilitation skills for staff, vendors, partners, and public-facing interactions.
- Ability to build and maintain effective working relationships across diverse stakeholder groups.
- Ability to manage competing deadlines while maintaining accuracy and attention to detail.
- Ability to analyze operational needs and implement practical, mission-aligned solutions.
- Ability to exercise sound judgment, discretion, and professionalism in a dynamic work environment.

Physical Demands & Work Environment

- This position requires regular on-site presence at outdoor market locations. • Work is performed in both office and outdoor environments, with exposure to heat, humidity, cold, rain, and other weather conditions.
- Position requires standing, walking, bending, reaching, and moving throughout market sites for extended periods.
- May require occasional lifting/carrying of market materials and supplies (with reasonable accommodation available, as applicable).
- Some local travel between market sites and partner locations may be required. • Some evenings and weekend hours are required based on market schedules, events, and operational needs.

Professional Competencies

- **Mission Alignment:** Demonstrates commitment to Market Umbrella's mission, vision, and community impact goals.
- **Leadership & Accountability:** Leads with clarity, follow-through, and ownership of outcomes.
- **Collaboration:** Works effectively across teams and departments to advance shared goals. • **Relationship Management:** Builds trust with staff, vendors, partners, and community stakeholders.
- **Strategic Thinking:** Connects daily operations to long-term organizational goals and market growth.
- **Adaptability:** Responds effectively to changing priorities, operational challenges, and evolving needs.
- **Communication:** Communicates clearly, respectfully, and effectively across audiences. • **Equity & Inclusion:** Supports equitable practices and contributes to an inclusive workplace and market environment.
- **Continuous Improvement:** Uses data, feedback, and best practices to improve systems and outcomes.

Salary Range Placeholder

Salary Range: Starts at **\$60,000 annually**, commensurate with experience; paid bi-weekly over 26 pay periods.

Position Type / Classification

- **Position Type:** Full-Time, Salaried
- **FLSA Status:** Exempt
- **Pay Schedule:** Bi-weekly (26 pay periods/year)

Benefits Summary

- 12 paid holidays and 18 paid days off (PTO)
- Health and dental insurance (Market Umbrella funds 75% for staff and qualifying dependents)
- Vision insurance (staff and qualifying dependents)
- Life, AD&D, and short-term disability insurance (Market Umbrella funds 100%) •
- 401(k) retirement plan (up to 4% Market Umbrella annual match, subject to plan terms) •
- FSA (Section 125 Plan) and HSA eligibility following a one-month waiting period (effective the following month)

Equal Employment Opportunity Statement

Market Umbrella is committed to having a staff that represents the community we serve. We encourage applicants who can help us build a truly inclusive culture to apply.

Market Umbrella provides equal employment opportunities to all employees and applicants for employment without regard to race, ethnicity, religion, age, gender identity or expression, sexual orientation, disability, national origin, veteran status, or any other protected status under applicable law.