



## **FARMERS MARKET LEAD JOB DESCRIPTION**

<b>Job Title:</b>	Farmers Market Lead
<b>Status:</b>	Temporary
<b>Category:</b>	Part-time/Hourly
<b>Hours:</b>	23 hours per week
<b>Start Date:</b>	May18th, 2026
<b>End Date:</b>	November 14th, 2026
<b>Supervision:</b>	Reports to Farmers Market Coordinator
<b>Location:</b>	REC Office – 108 Beacon Street, Worcester, MA
<b>Hiring:</b>	ASAP
<b>Compensation:</b>	\$20/hour

### **ABOUT US**

The Regional Environmental Council, Inc. (REC), a 501c3 non-profit established in 1972, is bringing people together to create a just food system and to build healthy, sustainable, and equitable communities in Worcester, MA and beyond. We believe that access to healthy food and the opportunity to live in an economically and environmentally sustainable food system is a fundamental human right. We accomplish our mission through our three Food Justice initiatives: Urban Gardens Resources of Worcester (UGROW), Youth Growing Organics in Worcester (YouthGROW), and REC Community and Mobile Farmers Markets.

REC Community and Mobile Farmers Markets (est. 2008) – REC’s traditional and mobile farmers markets connect communities experiencing high rates of food insecurity in Worcester, Webster, and Southbridge, with affordable, healthy, culturally appropriate food from local growers. We accept cash, credit, Supplemental Nutrition Assistance Program (SNAP) benefits, Senior and WIC coupons, and other benefits offered by incentive programs including the Massachusetts Healthy Incentives Program (HIP).

### **POSITIONS DESCRIPTION**

The Farmers Market Lead will be responsible for making the Beaver Brook Park and University Park Farmers markets function as smoothly as possible, and will take on the bulk of the hands-on logistical needs of markets, in addition to supervising the manager's booth and answering vendor and customers questions. They will also run lead at the Out to Lunch market stops for the mobile farmers market. They will work closely with the Farmers Market Program Coordinator to plan and execute 20 weeks of farmers markets (at two locations/two days per week) including working with approximately 8 different farm vendors, 10+ community partners, and special performers and programmers to hold 10 special events.



## WHAT YOU'LL DO

### Key Responsibilities:

- **Coordinate market vendors, special events and community tablers:** Communicate weekly with farmers market vendors. Create weekly market maps designating locations for farmers and other vendors, in addition to community partners, and performers or other programmers involved in special events. Coordinate 10 special events at market and assist with developing promotional materials. Ensure that all REC market guidelines are followed and report issues to the Program Coordinator as needed.
- **Coordinate Physical Market Setup:** Place market infrastructure such as signage, barricades, and parking cones where needed prior to the start of market. Set-up the market managers booth including carrying POS equipment and other day of supplies to and from markets Ensure safety and accessibility of the market space for all customers and vendors. Arrive at the market at least 1 hour early to coordinate setup. Stay at the market until all vendors are finished. Transport any needed supplies or equipment at the onset and close of the market season.
- **Customer Service:** Work with other seasonal market staff to operate the Manager's Booth at the market where customers can make purchases with SNAP/HIP & credit/debit when a vendor does not have their own equipment. Answer customer questions, display informational materials, troubleshoot payment issues, and greet new and returning customers.
- **Market Promotion:** Distribute printed materials, lawn signs, and other promotional materials throughout the city. Work with community partners to identify 10 different outreach points or opportunities to engage with residents and possible customers. Provide graphic feedback on materials designed for market promotion. Post market details to online event pages and other online platforms. Assist the Development team with content for social media posts.
- **Out to Lunch Mobile Farmers Market:** Responsible for operating the mobile farmers market stop at the Out to Lunch Farmers Market series at the Worcester Common. This includes using the organizational vehicle to transport produce, and market equipment to and from site. Set-up market display, stock produce, put out market price signs and other signage. Complete customer transactions and provide quality customer service.
- **Schedule:** The following days and times are required/fixed hours for position, the remaining 5 hours will be flexible hours used for non-market day tasks:
  - Wednesdays 8:30AM-4:00PM, Fridays 7:45AM-12:45PM, Saturdays 7:45AM-12:45PM



## **WHO YOU ARE**

The REC recognizes people gain skills through a variety of professional, personal, educational, and volunteer experiences. When reviewing applications, we take a broad look at the experience of each applicant. We want to get to know you and the unique strengths you will bring to the work. Preference is given to candidates that demonstrate the most qualifications, skills, and experiences listed below.

### **You Must Have:**

- **Transportation:** Must have a valid driver's license and access to reliable transportation to the REC office and to the market locations.
- **Organizational Skills:** Exceptional organizational skills with a keen attention to detail, ensuring tasks are completed accurately and efficiently.
- **Communication Skills:** Excellent written and verbal communication skills, with the ability to engage effectively with a wide range of audiences.
- **Independent & Team Work:** Ability to work independently while also collaborating as part of a team in a fast-paced environment.
- **Community Engagement:** Comfort and ease in interacting with and establishing rapport with diverse community members.
- **Physical Demands:** Must be able to lift, carry, and/or move up to 50 pounds, and be capable of standing, walking, and performing other physical tasks for extended periods as required.
- **Adverse Weather Tolerance:** Markets are rain or shine, unless there is hazardous weather. You must have a tolerance for working outdoors in varying weather conditions.
- **Commitment to Mission:** A strong commitment to the organization's mission, including its values of diversity, equity, and inclusion. Passion for food justice is a plus.

### **It Would Be Great If You Have:**

- **Local Food System Knowledge:** Experience with or knowledge of the local food system is a plus. Including prior farmers market or farm experience.
- **Bilingual (English/Spanish):** Ability to communicate effectively in both English and Spanish is a plus



**HOW TO APPLY**

*Please send your resume and cover letter to [ashley@recworchester.org](mailto:ashley@recworchester.org) with Farmers Market Lead in the subject line.*

**EQUITY STATEMENT**

The Regional Environmental Council, Inc. is an Equal Employment Opportunity Employer and actively seeks a diverse pool of candidates. People of color are strongly encouraged to apply. The REC does not discriminate against any employee or applicant for employment based on race, color, religion, national origin, age, gender, sex, ancestry, citizenship status, marital status, mental or physical disability, genetic information, sexual orientation, veteran status, or military status.

The REC is committed to building a team that represents diverse cultures, perspectives, skills, and experiences in order for our employees, our programs, and our community to thrive. Studies have shown that women, trans people, non-binary people, and BIPOC are less likely to apply for jobs unless they believe they meet every one of the qualifications as described in the job description. We encourage candidates to apply, even if they don't meet every requirement.