

# RUTHERFORD COUNTY, TENNESSEE

## CLASSIFICATION SPECIFICATION

**CLASSIFICATION TITLE:**

**FARM MARKET PROGRAM ASSISTANT**

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### **PURPOSE OF CLASSIFICATION**

The purpose of this classification is to be responsible for managing the Farmer's Market operation. This includes the market day activities from mid April through the end of October as well as the planning and evaluation necessary to sustain a viable market operation for both vendors and customers. The manager is a good communicator, diplomatic, well organized, and creative with strong organizational and management skills. A flexible work schedule will be maintained with a requirement of 20-25 hours per week during the market season and only 10-15 during the off season. The market manager answers directly to the Extension Director since the market operation is a (Community Economic Development) component of the overall Extension Program.

### **ESSENTIAL FUNCTIONS**

**The following duties are normal for this position. The omission of specific statements of the duties does not exclude them from the classification if the work is similar, related, or a logical assignment for this classification. Other duties may be required and assigned.**

Coordinates day-to-day operations of the Framers' Market

Assist in attracting, managing, and retaining a diverse mix of vendors from the local and surrounding area

Assist with advertising to expand the market's customer base using various public relations strategies to include use of mass media, website, and other creative, low-cost marketing alternatives

Provide oversight for the market facility, scheduled market days, and other activities associated with the market such as demonstrations and special events

Assist local Extension Agents by establishing and maintaining a functional set of operating guidelines designed to satisfy vendor as well as customer expectations relative management and sustainability

Oversee the set-up, operation, and shut-down of the market

Ensure that vendors properly clean their sale space as well as the area where they park at the end of each market day

Ensure vendor operations are in compliance with local market guidelines and TDA regulations

Recruits Vendors

Collects rent and processes both deposits and rent payments for the facility and /or grounds use

Arranges and staffs an information table at the Farmers' Market

Respond to any questions, concerns, and/or complaints raised by either vendors or customers

Develops and executes a marketing and promotion plan to increase business at the Farmers' Market

Maintains and updates Farmers' Market website and social media accounts  
Strategizes to increase the markets customer base and business activity

Tour the market facility and adjacent area on an hourly basis, and get a reasonable customer count each hour

Must report for work not later than 5:00 a.m. on market days to ensure vendors have ample set-up time before the market officially opens for business

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Ensure that sales occur only within specified market hours (from 7:00 a.m. through 12:00 a.m.) and inside rather than outside the market facility

Assist with planning, record keeping, correspondence, and other office activities to support the market operation

Discuss vendor problems, customer concerns, and any questionable sale items/practices with extension agents

Assist with vendor and/or customer surveys designed to gather information relative to the market operation, its impact on the community, and things which can be done to improve the market

Assist with “on-site” vendor visits to ensure compliance with local market guidelines

Provide weekly and monthly reports of market records to Extension Agents and Conservation Board

Work with volunteers to help meet all customer service needs during market

### **ADDITIONAL FUNCTIONS**

Performs general/clerical tasks, which may include answering telephone calls, making copies, sending/receiving faxes, filing documentation, or processing incoming/outgoing mail

Provides backup coverage or assistance to other employees as needed

Performs other related duties as required

### **MINIMUM QUALIFICATIONS**

Proven leadership and problem solving skills

Knowledge of farmer’s market operations and local market items

Good verbal and written communication skills

Business, nonprofit and/or entrepreneurial experience

Familiarity with Rutherford County’s diverse community

Computer skills

Strong prioritization and organizational skills

High school diploma or GED; college level course work or vocational training in home economics, agriculture, horticulture, or a related field preferred; supplemented by five (5) months previous experience or any equivalent combination of education, training, and experience which provides the requisite knowledge, skills, and abilities for this job; Must possess and maintain a valid Tennessee Driver’s license

### **PERFORMANCE APTITUDES**

**Data Utilization:** Requires the ability to coordinate, manage, and or correlate data. Includes exercising judgment in determining time, place, and/or sequence of operations, referencing data analyses to determine necessity for revision of organizational components, and the formulation of operational strategy.

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**Human Interaction:** Requires the ability to apply principles of persuasion and/or influence over others in a managerial capacity. Requires the ability to apply principles of persuasion and/or influence over others while coordinating program activities within designated area of responsibility.

**Equipment, Machinery, Tools, and Materials Utilization:** Requires the ability to operate, maneuver, and/or control the actions of equipment, machinery, tools, and/or materials used in performing essential job duties.

**Verbal Aptitude:** Requires the ability to utilize a wide variety of reference, descriptive, advisory, and/or design data and information

**Mathematical Aptitude:** Requires the ability to perform addition, subtraction, multiplication, and division. Requires the ability to calculate decimals/percentages, utilize principles of fractions and interpret graphs.

**Functional Reasoning:** Requires the ability to apply principles of influence systems, such as motivation, incentive, and leadership and to exercise independent judgment to apply facts and principles for developing approaches and techniques to resolve problems.

**Situational Reasoning:** Requires the ability to exercise judgment, decisiveness, and creativity in situations involving the evaluation of information against sensory, judgmental, or subjective criteria as opposed to that which is clearly measurable or verifiable.

**ADA COMPLIANCE**

**Physical Ability:** Tasks require the ability to exert light physical effort in sedentary to light work but which may involve some lifting, carrying, pushing and/or pulling of objects and materials of moderate weight (12-20 pounds); may occasionally involve heavier objects and materials (up to 100 pounds). Tasks may involve extended periods of time at a keyboard or work station.

**Sensory Requirements:** Some tasks require the ability to perceive and discriminate colors or shades of colors, texture, and visual cues or signals. Some tasks require the ability to communicate orally.

**Environmental Factors:** Performance of essential functions may require exposure to adverse environmental conditions such as dirt, pollen, odors, wetness, humidity, temperature extremes, traffic hazards, bright/dim light, toxic agents, disease, or pathogenic substances



Rutherford County, Tennessee, is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, the County will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer. Signatures below indicate the receipt and review of this classification description by the employee assigned to the position and the immediate supervisor.

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Employee's Signature

\_\_\_\_\_  
Supervisor's Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date