

Landis Marketplace Market Manager Job Opening Announcement

Background

The Vineland Development Corporation, a 501 (c)(3) development corporation, is seeking a Market Manager for Landis Marketplace, a public fresh food marketplace that will be introduced into the downtown area of Vineland City, NJ in Fall 2010. The Market will be located in an urban enterprise zone created for the city's Main Street Redevelopment and will play a key role as the centerpiece for a four block long Landis Avenue shopping district that is easy to reach from several major and heavily traveled roads. Work is currently underway to refurbish a 37,750 square foot building that had formerly served as a Newbury Department Store. It will be outfitted to meet prevailing food safety and food service standards and will provide rental spaces for vendors, open spaces for public events and shopper parking.

Landis Marketplace will link a row of independently operated restaurants and shops to a small, concert theater complex at the newly renovated "Mid-20th Century" era Landis Theatre. Market research studies have determined that there is significant unmet demand for high quality, fresh, specialty foods in the areas and that residents of the Greater Vineland Area are spending \$49.8 million for specialty foods purchased in other settings. Nearly 151,000 people live within a 10 mile radius of the Landis Marketplace location and many are currently traveling more than 30 miles to purchase high quality foods not commonly found in local supermarkets, delis, bodegas or convenience stores.

The City's aim in sponsoring the introduction of the Landis Marketplace is to create a sense of community for its residents, to help revitalize the downtown district, and to provide a trafficked venue for innovative, service oriented food entrepreneurs and local growers. It aims to attract visitors as well as local residents to the downtown by highlighting Vineland's reputation for farm fresh produce and its culturally diverse ethnic heritage.

Location

The City of Vineland is New Jersey's largest municipality in terms of land mass. It is approximately one hour from Philadelphia, PA, Atlantic City, NJ, and Wilmington, DE and is easily reached via Highway 55, a high speed thoroughfare that connects south central New Jersey communities and farmlands to the New Jersey Turnpike, Atlantic City Expressway, southern New Jersey shore points and I-295.

Position Description

The Landis Market Manager position is a full-time employment position that reports directly to the Director of the Vineland Development Corporation. The Manager will be responsible for the safety and performance of the Landis Marketplace, its vendors and its role as a public space in Vineland's Downtown Redevelopment area. The position requires on-site presence at the market during days it is open to the public and engagement in marketing the facility, recruiting and retaining vendors, and satisfying requirements of business regulators and safety inspectors. The manager is expected to be able to work closely with a committee of city economic development professionals to establish and implement market operations policies and to represent the market to vendors, consumers, the media, local business leaders and the community.

Landis Market Manager Duties

- Help develop, outfit and maintain Landis Marketplace facilities
- Recruit, qualify, and contract with vendors
- Oversee adherence of Marketplace and Marketplace vendors to prevailing legal codes, tax ordinances and food safety standards
- Collect and deposit vendor fees
- Provide Vineland Development Corporation with regular, accurate accounts of Marketplace financial activity
- Purchase and oversee provision of services such as waste removal, advertising, pest control, etc. and of supplies required for Marketplace operations
- Develop and administer public relation, advertising and weekly special event promotion campaigns
- Answer questions about operations and practices that might be raised by vendors and consumers
- Resolve disputes such as may arise between vendors and/or between vendors and consumers
- Assure market facilities and exterior grounds are at all times clean and safe
- Serve as the principal proponent for the market in the community and to the media, local business groups, community groups, etc.
- Participate in fundraising for market programs and capital improvements, if and as required
- Engage and supervise a small staff of paid employees to maintain market services; administrative and maintenance oriented
- Work with VDID/Mainstreet to organize and administer weekly special events and Marketplace programs
- Arrange for EBT programs and for market vendors to participate in USDA supported Farmers' Market Nutrition Programs (FMNP) and SNAP programs
- Conduct periodic customer counts to assess the level of growth in market usage
- Maintain database of farmers, vendors, their contact information, and any licenses or permits each vendor possesses based on the products they are selling

Qualifications

- Demonstrated administrative and marketing skills
- Experience with farmers markets, public markets and/or shopping mall management
- Excellent written and oral communication skills
- Good listening and problem solving skills
- Book-keeping and financial management skills
- Experience with public health, safety, food service and/or food retailing practices
- Demonstrated capability to be self-directed and to manage multiple tasks simultaneously
- A sense of humor

Requirements

- A current drivers license
- An automobile
- Three years of public market, mall management or food retailing management experience
- Ability to meet bonding insurance criteria
- Ability to occasionally carry cartons and to use equipment required to sweep and wash down floors and exterior pavements

Compensation

A competitive salary with a generous fringe benefit package