



PO Box 1485 Madison, WI 53701 p 608 455 1999 dcfm.org

Job Posting

Dane County Farmers' Market

Market Director

The Dane County Farmers' Market, a 220+ membership organization, seeks applicants for the position of Market Director, due by Monday, September 7, 2026. The Dane County Farmers' Market (DCFM) is the largest producer-only farmers' markets in the United States.

The Director supervises the daily operation of year-round market operations in downtown Madison, Wisconsin and leads the organization. The DCFM is a private not for profit organization fully funded by the farmers. The organization is led by 9 board of directors, who are all members of the market. The DCFM has grown to include four distinct markets: the Saturday Market on the Square, the Wednesday Market, the Holiday Farmers' Market, and the Winter Farmers' Market.

This is a year-round, full-time, salaried position requiring an average of 40 hours per week. This position includes regular Saturday work. This position serves as the financial agent, administrative Director, public liaison and primary representative, enforcement agent, supervisor, and the general and strategic director of the Dane County Farmers' Market. This requires excellent time-management skills, as well as the ability to self-direct and to lead a diverse organization.

This high-profile position, sometimes challenging and physically demanding, requires a diverse skill set, flexibility, and a love for the DCFM. The position requires strong business acumen, a comprehensive understanding of Wisconsin agriculture, including food distribution and marketing, as well as the challenges faced by small- to mid-sized family farms. The Director is supervised by a Board of Directors comprised of DCFM members.

General Job Responsibilities:

- Maintain the financial health of the organization
- Work with Board and staff to fulfill the mission of the DCFM
- Oversee and implement appropriate resources to ensure that the administrative operations of the organization are successful
- Serve as the DCFM's primary spokesperson to members, the media and the general public
- Enforce market rules as outlined in the bylaws and rule book
- Plan and oversee the orderly functioning of all indoor and outdoor markets
- Supervise all employees, volunteers and any contractors

General Position Requirements:

- Valid driver's license and ability to be insured

- Ability to lift 50 pounds
- Ability to work outside in all types of weather, including rain, snow, and cold
- Technical proficiency in Microsoft Office Suite (Word, Excel, PowerPoint), social media platforms (FB, IG, and Twitter), Google platform, Craft, Quickbooks

Compensation & Benefits

The starting annual salary range is \$70,000 - \$75,000, dependent upon experience, with paid time off and holidays. The DCFM shall provide a market vehicle to be shared between the Director and any other staff, to bring supplies to the market, along with other market business. The DCFM does not maintain a physical office and the Director works remotely. Health benefits are not included.

How to Apply

Email a letter of interest and resume to info@dcfm.org. Application deadline is Monday, September 7, 2026 at 11:59 p.m. CT.

DUTIES: Duties and tasks may vary greatly from week to week, depending upon the season and current priorities; however, a general categorization of time and duties is below:

Administrative Director – 30%

- Maintain accurate information on all vendors (applications, licenses, inspection reports, communications including violations and terminations, seniority lists, season stall assignments, etc.)
- Obtain and maintain permits, rental agreements, services, and equipment necessary for the operation of the markets
- Manage the registration and operations of all four markets
- Maintain and update the DCFM Archive with all pertinent documents
- Procure supplies necessary in the operation of the market and to assist members
- Respond to inquiries by public and by members
- Create and send periodic newsletters to members, keeping them informed of policies, updates, and Market procedures
- Maintain the DCFM website

Financial Agent – 20%

- Responsible for the fiscal integrity of the DCFM, which includes submitting a proposed annual budget and monthly financial statements to the Board, which accurately reflect the financial condition of the DCFM
- Responsible for the fiscal management of the organization in a manner which generally operates within the approved budget, ensures maximum resource utilization, and maintains the organization in a positive financial position
- Prepare financial records for submission to accountant on a yearly basis for the preparation of corporate income taxes
- Maintain all necessary records for the SNAP program
- Main point of contact for the SNAP Nutrition Incentive Program Double Dollars

Enforcement Officer of Dane County Farmers' Market Rules – 15%

- Make policy recommendations to Board of Directors
- Ensure all market members meet the requirements of the DCFM
- Fairly enforce policies and levy disciplinary action, as outlined in rules, documenting action taken
- Supervise routine inspections; schedule and conduct challenge inspections
- Supervise orderly operation of market
- Maintain communications with agencies concerning rule changes that affect the market or its vendors, report such changes to Board and membership
- Consult with DCFM legal counsel as appropriate
- Serve as principal mediator in vendor disputes
- Attend all market events to enforce vendor compliance or designate the Assistant Director to attend

Board Governance and Management – 15%

- Responsible for leading the DCFM in a manner that supports and guides the organization's mission as defined by the Board of Directors and organizational documents
- Responsible for communicating effectively with the Board and providing, in a timely and accurate manner, all information necessary for the Board to function properly and to make informed decisions (including meeting agendas, minutes, and necessary supplementary materials)
- Attend Board meetings
- Respond to Board directed inquiries through investigation, research and reporting
- Coordinate Board elections according to procedures outlined in the bylaws
- Follow procedures laid out in bylaws for Board functioning

Public Liaison and Market Representative – 10%

- Coordinate and cooperate with city, state and/or private organizations to promote and benefit the market, as needed and/or directed by the Board
- Promote the market at all levels
 - maintain positive public relations
 - participate in media interviews and events
 - prepare press releases, advertising and public service announcements
 - maintain the DCFM's social media presence
- Maintain and improve professional skills through professional organizations (Wisconsin Farmers Market Association, Farmers Market Coalition and others)

Supervisor for Market employees and associates – 10%

- Assistant Director(s)
- Event staff
- Bookkeeper

- Volunteers
- Volunteer member positions (line captains, etc.)
- Other employees or contractors, as necessary