

## Program and Volunteer Coordinator



**WEST SIDE MARKET**  
CLEVELAND PUBLIC MARKET CORPORATION

### Cleveland Public Market Corporation

Under the direction of a committed Board of Directors, the tax-exempt, nonprofit Cleveland Public Market Corporation (“CPMC”) is striving to make West Side Market the nation’s premier public market by meeting the evolving needs of merchants, customers, and the community. CPMC’s **mission** is to preserve the city’s public market tradition while making the local food system more accessible, equitable, and diverse.

Following national best practices among the nation’s large urban markets, Cleveland Mayor Justin Bibb and his administration initiated the effort to transition day-to-day operations of West Side Market from city management to CPMC. While the City maintains ownership of the land and buildings, CPMC took over operation of West Side Market in April 2024. A masterplan, developed by the City and a diverse Advisory Committee, is guiding the new organization as it makes physical and operational changes that diversify income, support the Market’s merchants, and improve the customer experience.

### Program and Volunteer Coordinator Overview

Cleveland Public Market Corporation (CPMC) is hiring a Program and Volunteer Coordinator, a key role in revitalizing one of Cleveland’s greatest assets – historic West Side Market. The Program and Volunteer Coordinator advances CPMC’s mission through the execution of programming related to food access, nutrition education, entrepreneurship, and public programming that cultivates growing attendance at the Market. Also, this role organizes and grows a robust volunteer cohort in support of Market efforts.

The Program and Volunteer Coordinator, who reports to the Director of Development and Partnerships, is an outgoing, energetic, and mission-driven individual who thrives in team-oriented, collaborative environments. Like all CPMC employees, this individual is willing and eager to balance working through the challenges and opportunities of a start-up operation serving a renowned, century-old institution.

CPMC’s needs will change in the next 3-5 years as masterplan implementation is completed. Success in this role comes with a clear path for internal growth in alignment with programmatic and volunteer build out.

The Program and Volunteer Coordinator will help implement the West Side Market masterplan and fulfill CPMC’s mission of striving to make West Side Market the nation’s premier public market by meeting the evolving needs of merchants, customers, and the community.

### Major Duties and Responsibilities

1. Collaborate with the Director of Development and Partnerships and the Director of Marketing to create programs that support key pillars of the Market’s mission and help grow Market attendance. These include, but are not limited to:
  - Educational and experiential programs designed to expand awareness of and access to the Market for under-resourced populations.
  - Partnership programs born out of collaborations with and/or funding from partner organizations, designed to further the Market’s mission.
  - Public programs that increase Market visitation and cultivate new audiences to help Market merchants’ businesses grow and thrive.

2. Serve as primary logistics coordinator for onsite programs, including but not limited to:
  - Acquiring and implementing necessary resources and supplies for the execution of programs.
  - Facilitating program-related volunteer assignments.
  - Recruiting third-party non-profit partners for public programs.
3. Build, maintain, and manage a network of Market volunteers to assist in public-facing operations, including, but not limited to:
  - Market greeters and information sources
  - Market tours
  - Market merchandise sales
  - Program support roles
  - This person will also directly serve in the above roles as needed.
4. Collaborate with the Merchant and Leasing Coordinator in support of the Market's small business support and development efforts.

## The Candidate

### *Education*

A bachelor's degree in a relevant field is preferred, although lived, learned, and previous relevant experience, and language skills in addition to English are valued.

### *Professional qualifications*

The ideal candidate is a highly motivated individual who is knowledgeable about program development and volunteer management. This role will help pilot and build out significant community programming in partnership with organizations across sectors.

In addition, the ideal candidate will possess the following:

- Experience designing and implementing pilot programming that informs future programmatic build-out
- Experience working and thriving in a diverse urban community and ability to relate to those different from oneself
- Excellent written and oral communications skills
- Knowledge of standard Microsoft Office tools
- Willingness to work some non-traditional hours, including evenings and weekends
- Proficiency in Adobe Creative Suite and/or a CRM preferred, but not required
- The ability to lift at least 40lbs

### *Desired Traits*

- **Organized:** Able to manage multiple high-priority tasks simultaneously.
- **Problem Solver:** Demonstrates excellent mediation skills and decision-making abilities; seeks to understand the "why" and the "how". Solutions oriented.
- **Self-Starter:** Proactively sets goals and develops strategies and schedules for meeting those goals; self-motivating even in the face of challenge.
- **Mission driven:** Authentically able to embrace CPMC's mission, vision, and values.
- **Collaborative:** Demonstrates ability to collaborate with community partners, funders, coworkers, small businesses, and a board or oversight committee.

- **Inclusive:** Commitment to creating a diverse and inclusive work environment; demonstrated ability to relate to and work effectively with persons of diverse racial, ethnic, gender, sexual preference or orientation, religious and socioeconomic backgrounds.
- **Interpersonal Skills:** Demonstrates skill in the development and maintenance of effective working relationships with all levels of executive and managerial personnel, merchants, various governmental agencies, and other key stakeholders.
- **Emotional intelligence:** Copes well with conflict, stress, and crisis situations; uses and manages own emotions in positive ways to drive for success.
- **Integrity:** Possesses the highest ethical and moral standards. CPMC firmly supports the principle and philosophy of equal opportunity for all individuals, regardless of race, religion, sex, age, national origin, or disability.

### ***Compensation***

The salary range for this position is \$45,000-\$50,000. Compensation will be commensurate with the candidate's experience and knowledge. In addition, the candidate will receive CPMC's standard benefits for full time employees, expected to include medical, dental, retirement, and relevant and related work reimbursements, paid holidays, and other paid time off.

### ***Location***

This role works from CPMC's offices in West Side Market, 1979 W. 25th Street, Cleveland, OH 44113. This is primarily in-person role with flexibility to work remotely as appropriate to tasks. The candidate is expected to support programs and activities within the Market that require advance preparation of spaces within the facility or day-of set up.

Candidates must be consistently available and willing to work in-person on weekends. The position requires regular in-person work on Saturday and/or Sunday at West Side Market. Staff will be expected to work together to achieve fair scheduling that balances employee needs with the Market's needs to be staffed on weekends to provide excellent support to vendors and customers.

### ***Reporting Relationships***

This role reports to the Development and Partnerships Director and works closely with the Marketing Director and Merchant and Leasing Coordinator.

CPMC firmly supports the principle and philosophy of equal opportunity for all individuals, regardless of race, religion, sex, age, national origin, or disability.

### ***CPMC's Core Values***

All staff are expected to adhere to CPMC's core values:

**Diversity** – Welcome and serve businesses, residents, and visitors with diverse lived experiences and perspectives.

**Opportunity** – Create the conditions for thriving, independent, and diverse local businesses that offer good jobs in the community.

**Authenticity** – Preserve the unique historic characteristics that make West Side Market a cherished institution.

**Food access and education** – Improve the community's access to and knowledge about high-quality, interesting, creative, affordable, and healthy food.

**Sustainability** – Center environmental impact in decision-making.

**Community engagement** – Promote diverse and representative leadership that values input by stakeholders.

**Community building** – Create spaces and programs that build community connections.

**Fiscal responsibility** – Make sound financial decisions to achieve self-sufficient operations.

**Professionalism** – Operate to the highest standards of integrity, creativity, and competence.

### ***West Side Market***

Cleveland's West Side Market is one of the greatest public markets in America and a beloved destination for residents and visitors alike. Located in Cleveland's vibrant Ohio City neighborhood at the corner of Lorain Avenue and W. 25th Street, West Side Market opened its doors in November 1912.

Serving as both a functional space and architectural marvel, the Market has undergone expansions and renovations throughout its more than 110-year history. Today, the Market Hall, Arcades, and outdoor public spaces comprise more than 85,500 square feet of vendor and gathering areas.

Over 60 dedicated vendors are at the heart of West Side Market, predominately small family businesses with many operating stalls over multiple generations, several dating to 1912.

The Market has maintained its focus on fresh meat, produce, and seafood over the decades and offers a diverse selection of baked goods and other specialty foods. The Market is recently experiencing some vacancies, providing the opportunity to expand the product mix and diversify the population of businesses so it better reflects the racial and ethnic composition of the community. The masterplan offers guidance about marketing, vendor recruitment, physical upgrades, and operational improvements.

### **Contact**

Interested candidates should send a cover letter and resume to the Hiring Committee at [cpmc@westsidemarket.org](mailto:cpmc@westsidemarket.org).