Municipal Marketplace Market Manager
Job Description
2020

About La Cocina

La Cocina was born out of a belief that a community of talented natural entrepreneurs, given the right resources, can create self-sufficient businesses that benefit themselves, their families, their community, and the whole city. The food that has come out of our kitchen since 2005 reflects that aspiration and, quite simply, tastes amazing. We support businesses by providing an affordable commercial kitchen space, industry-specific technical assistance and access to market opportunities. We focus primarily on providing resources to women from communities of color and immigrant communities. Our vision is that entrepreneurs gain financial security by doing what they love to do, creating an innovative, vibrant and inclusive economic landscape.

About the Municipal Marketplace

In the heart of San Francisco’s Tenderloin neighborhood, La Cocina will open the country’s first women-led food hall to prove that economic inequality doesn’t have to be the status quo. With community resources, city, federal and philanthropic support, and the talent of the entrepreneurs at La Cocina, our Municipal Marketplace will offer economic opportunity for low-income and immigrant women, a safe and accessible space for Tenderloin residents and stand as an innovative model for anti-gentrification, conscious development, and private and public partnerships. La Cocina firmly believes that this community-led economic engine can be a transformational and replicable model to alleviate poverty in inner cities nationwide.

The Marketplace is located at 101 Hyde. The food hall is 7000 sq-ft and houses 7 businesses, a rotating kiosk, a shared commissary kitchen, a bar and ample community space. The space is complete 3Q20.

Full details, including photos, are here.

The Mission of the Marketplace

The mission of the Municipal Marketplace is to promote economic equity and drive intentional urban social change by creating a vibrant food hall that is a welcoming, safe space that offers approachable and delicious food and inclusive community-based programs. La Cocina will engage its ecosystem of stakeholders to ensure successful pathways to economic freedom for our participants, the community and to create a blueprint for others to follow.
Background

Our food economy, even pre-COVID, desperately needed a fundamental shift to recognize the unfair labor value exchange that fuels our food system. COVID merely exacerbates the blatant social and racial inequities. Low-income entrepreneurs suffer from tremendous barriers to industry for ownership—barriers that are even higher for women, immigrants, and people of color. Women only make up 21% of head chef positions despite representing over 50% of culinary school graduates. New restaurants cost millions of dollars to open but food industry wages and benefits remain at the bottom of the income scale. Immigrants and the working-class people are being priced out of the very opportunities that they make this food-proud city possible. La Cocina imagines a different kind of food economy. Our economy is women-led and equitable. It is responsive to this pandemic, adaptable and forward-thinking. It offers economic mobility through asset-generation and insists on building spaces that are welcoming to everyone who makes this city what it is.

We need someone to make that happen. Are you that person?

Job Description

The Manager is responsible for the day to day operations of the marketplace. The role will morph from operations planning in the initial phase to launching and running the marketplace. The Manager will be responsible for the profit and loss of the marketplace by collaborating with our Earned Income team on sourcing and operationalizing revenue opportunities. Lastly, the Manager is responsible to ensure that the social mission of the marketplace is met.

The Municipal Market Manager reports to the Director of Earned Income and will work with the Earned Income team to design, develop and implement revenue strategies to keep the market viable and the businesses growing. In addition, the Market Manager will work with the following groups: with the Director of the Municipal Marketplace to complete construction and permitting and establish project blueprint, and the Program Team to help onboard the selected vendors of the marketplace, and identify other opportunities for the greater La Cocina group of businesses, and lastly, with the Communications and Development team to market the establishment and fundraise. The Manager will manage the Community Outreach Manager and will hire, build-out and manage the operations staff of the marketplace which will include a bar, facilities and janitorial staff.

**JOB DUTIES**

**Pre-Opening**

**Business Planning Pre-Public Launch**

- Revise business plan for pandemic pivot
- Direct the community manager to identify partnership opportunities
- Support EI to identify and cultivate initial catering sales to guarantee bottom line income for space, and hold the cost of building maintenance at minimum
- Vision and execute beverage program launch

**Operations and Facility readiness**

- Vision and execute commissary kitchen use
- Develop and implement shared kitchen space rules, and regulations
- Document and establish standard operational manuals for kitchen and facility use
● Engage and maintain 3rd party vendors to provide services
● Obtain relevant permits where necessary

Operations Management during Pre-Public Launch
● Establish kitchen use sign up tool and process, and rental rates
● Responsible for opening and closing of the facility
● Own maintenance schedule for Kitchen equipment
● Own facility cleanliness, and compliance with COVID orders
● Ensure the facility is secure, respond to all security and fire alarms
● Ensure all legal labor postings requirements are met
● Ensure safety for facility users
● Emergency management - establish response protocols for emergencies
● Inspections - own all inspections associated with running the commissary kitchen

Vendor Readiness
● Liaise with Program Team to ensure vendors are business ready for opening
● Complete tenant-landlord agreements
● Complete community agreements
● Support vendors for moving in in preparation for public launch including transitioning permits
● Own revenue share reporting, billing and collections

Events Management
● Establish a business plan for events
● Work with Earned Income to develop Events products
● Operationalize Events - scheduling system, offerings, pricing, and pipeline

Bar Management
● Establish a business plan for the bar, including menu development for bar and snacks offerings
● Work with Earned Income to develop Bar products even during pre-opening phase
● Operationalize Bar - vendors set up, bar keeping protocols, guest management

Financial setup
● Liaise with finance to set up the cost accounting structure
● Ensure all AR and AP are processed and submitted
● Explore POS system to support vendors for public-facing opening
● Support Community Manager to install EBT solutions

Compliance Management
● Complete all grant reporting, including quarterly reporting, and annual audits with all relevant funders
● Complete quarterly and annual financial reporting to the City
● Ensure lease compliance

Community Development
● Manage Community Manager
• Develop a community program to meet social mission of the marketplace
• Develop and report on metrics
• Execute community programs
• Act as the main liaison with Tenderloin community individuals and organizations

**Opening and Long-Term Success:** Once the market is open, we hope that this position will hold day-to-day ownership of operations, finances and, ultimately, project success!

• Staff and manage kitchen manager, beverage manager as well as all staff
• Support La Cocina businesses as they grow and thrive, manage all tenant relationships
• Maintain neighborhood relationships and strategic partnerships
• Day to day on-site operations
• Maintain security and represent La Cocina in advocating for change in the Tenderloin
• Maintain bottom line by working closely with Sales Staff to ensure catering pipeline

**REQUIRED SKILLS, KNOWLEDGE, AND ABILITIES:**

The ideal candidate needs to meet the following requirements:

• Bilingual in Spanish and English, culturally competent and confident working in low-income and diverse communities.
• An ability to communicate personally and intimately with our program participants as well as an innate understanding or willingness to learn the San Francisco food scene.
• At least 5 years of business ownership experience
• At least 5 years of food industry management experience
• Good people and conflict resolution skills. Job requires constant interaction with community partners and funders.
• Facility operations, ideally kitchen management experience or resources
• Business planning skills
• Ability to communicate both orally and in writing (Spanish writing as well).
• Highly organized with excellent time and people management skills.

The ideal candidate will also have the following professional experience and personal qualities:

• Management and hiring experience.
• Patience, flexibility and a good sense of humor
• Culturally competent
• A passion for great food and a willingness to taste anything
• Ability to speak passionately and articulately about our mission

**COMPENSATION**

Based on experience. Range from $65,000--$75,000