

Marketplace Program Manager

Location: Baltimore, MD 21225

Employment Type: Full-Time but will consider alternative arrangements

Compensation: \$65,000 - \$75,000 and medical benefits/PTO

Reports To: Chief Executive Officer

Help Build Something New in Baybrook

Greater Baybrook Alliance (GBA) is a community development organization advancing equitable revitalization and economic opportunity in Brooklyn, Curtis Bay, and Brooklyn Park.

We believe that residents, entrepreneurs, and local businesses are essential to building strong and thriving communities. That's why GBA is launching the **Baybrook Marketplace**—a community-centered retail space where local entrepreneurs, artisans, and small-scale manufacturers can sell products, test ideas, connect with customers, and grow their businesses.

We are looking for an entrepreneurial, organized, and relationship-driven leader to help bring this vision to life.

The Opportunity

The **Marketplace Program Manager** will lead the development and day-to-day operation of the Baybrook Marketplace as both a vibrant retail destination and a platform for local entrepreneurship.

This is not a traditional retail management position. You will work directly with local entrepreneurs to help them showcase and sell their products while using sales data, customer feedback, training, and connections to resources to help their businesses grow.

You will build inventory and payment systems, recruit and support vendors, create an exceptional customer experience, increase sales and visibility, and help shape a new economic development program from the ground up.

You will connect vendors with technical assistance, financial readiness services, and access to capital.

This position is ideal for someone who enjoys **building something new from the ground up, solving problems, working directly with people, and turning ideas into action.**

What You'll Do

Build and Operate the Marketplace

- Lead day-to-day Marketplace operations and help build effective inventory and payment systems and procedures.
- Recruit, onboard, and maintain strong relationships with local vendors.
- Manage inventory, sales, point-of-sale systems, vendor payments, and program records.
- Create an attractive, welcoming, and well-organized shopping environment.
- Track sales, customer activity, inventory, and operational performance.
- Identify opportunities to improve operations, increase sales, and strengthen the customer experience.
- Ensure that organizational goals and deliverables are being met

Support Local Entrepreneurs

- Act as the primary point of contact and manage relationships with Marketplace vendors.
- Help entrepreneurs understand sales trends, customer feedback, and product performance.
- Identify business development needs and connect vendors with appropriate resources.
- Organize workshops, training, technical assistance, and professional services.
- Help entrepreneurs prepare for financing by stewarding loan applications through intake to loan committee
- Create clear pathways that help entrepreneurs move from product testing and sales toward stronger, more sustainable businesses.

Grow Sales, Visibility, and Community Connections

- Work with GBA staff and partners on marketing and promotional strategies.
- Organize events, vendor showcases, product launches, and other activities.
- Build partnerships that increase Marketplace visibility and customer traffic.
- Represent the Marketplace at community events and partner meetings.
- Identify creative ways to increase sales, repeat customers, and community engagement.

Lead People and Resources

- Recruit, train, and supervise Marketplace staff and volunteers.
- Support budgeting and track Marketplace expenses.
- Maintain accurate vendor, sales, inventory, and program records.
- Support organizational, board, and funder reporting.

Who We're Looking For

We're looking for someone who is excited about the opportunity to **build something from the ground up** and understands that successful entrepreneurship programs depend on strong

relationships, excellent customer service, organized systems, and a commitment to helping people succeed.

You may be a great fit if you have experience in retail, entrepreneurship, small business development, vendor management, customer service, community economic development, or a related field.

Qualifications

Required:

- Five or more years of relevant professional experience.
- Experience working directly with customers, vendors, entrepreneurs, or small businesses.
- Strong organizational, communication, and relationship-building skills.
- Experience managing sales, inventory, point-of-sale, or other operational systems.
- Ability to manage multiple priorities and solve problems independently.
- Proficiency with Excel, Google Sheets, or similar software.
- Commitment to supporting local entrepreneurs and strengthening communities.
- Ability to lift up to 40 pounds.

Preferred:

- Retail, marketplace, pop-up, or vendor management experience.
- Experience with Shopify, Square, or similar systems.
- Experience providing business technical assistance
- Experience with merchandising, events, workshops, or business coaching
- Staff or volunteer supervision experience.
- Spanish language skills.

How to Apply

WORK SCHEDULE & LOCATION

This is a full time position requiring some evenings and weekends in the community.

APPLICATION

Interested applicants should submit a cover letter, resume, and professional references to Meredith Chaiken at apply@greaterbaybrookalliance.org.

Greater Baybrook Alliance is an equal opportunity employer committed to building a diverse and inclusive workplace. We encourage candidates from diverse backgrounds and with lived experience in the communities we serve to apply.