

BRCA Farmers' Market Manager Job Description

Apply by December 3, 2019

E-mail a cover letter and resume to hall@brcacalgary.org

This is a Term Position but with an opportunity for annual renewal. Part time hours, a flexible schedule, to start at the beginning of January 2020.

Purpose: Reporting to the Bridgeland Riverside Community Association Board of Directors, the BRCA Farmers Market Manager plays an integral role in the operation of the BRCA Programs.

The Farmers' Market Manager position entails day-to-day operations of the farmers' market and will work closely with the Farmers' Market Committee to ensure the farmers' market meets its goals and is a gathering place for the community, where fresh, local food is made available and people can come to shop, eat and connect with friends and neighbours.

Primary Responsibilities: Farmers Market

The BRCA Farmers Market runs a monthly Winter Market (Feb – May), a weekly summer market (June – Oct) and a Holiday Market in November. The candidate will oversee all markets, working alongside the volunteer Farmers Market Committee, with responsibilities that include but are not limited to:

1) Vendor Recruitment, Selection and Retention

- Recruit new and previously involved vendors, and work with the Committee to select vendors. Maintain a database of vendor application forms, confirmed vendors, and weekly schedule. Also manage application forms, market rules, food safety permits, payment, and an "80/20" market mix (80% made, baked or grown in Alberta, as per the Approved Alberta Farmers Market Association). Hold a vendor information session and be the vendor liaison throughout the season for all inquiries
- Problem solve any market or vendor related issues as they arise, including last minute cancellations, conflicts, weather related cancellations, and issues related to hall, shed and grounds, liaison with hall manager.

2) Communications and Market Promotion

- Develop and implement a marketing plan including print media, signage, advertising, social media, newsletter, website, emails, media inquiries and communications within the community. Represent the market and communicate respectfully with all stakeholders. Attend planning meetings with the committee.

3) Market Set-Up and Take Down

- Arrive early to assist with market equipment set up, volunteer supervision, greet vendors and be visible and accessible throughout the market to vendors and customers. At the end of the market, ensure tear down of equipment and returned to state it started it. Ensure hall and shed are secured and that vendors are packing up and cleaning up. Recruit and schedule volunteers to assist with market set up and tear down.

4) Recruit and schedule music buskers for each week of the market.

5) Manage three to four special event markets throughout the summer, including music, kids' activities, and extra promotion.

6) Oversee budget and fundraising

- Ensure vendor payments are collected and recorded and the market stays on budget. Submit expense reports and track overall budget.
- Working with the Committee, assist with program fundraising including developing a plan, and obtaining sponsorship, grants, in kind donations from local businesses.

Skills and Qualifications

- Excellent time management and organizational skills, event management skills/experience would be a definite asset.
- Excellent at problem solving, conflict management skills, strong leadership, approachability for market vendors and community supporter and volunteer management experience.
- Experience using and administering social media, and some marketing experience an asset.
- Ability to manage a database, including MS Excel and GoogleDrive. Update website and use online payment systems.
- Hours vary throughout the year with peak times in April, May and June. Candidate must be flexible with hours and availability throughout the year.

- Able to communicate well, both in writing and orally with a variety of stakeholders, in a variety of situations.
- Previous experience as a farmers market manager would be a definite asset. As well as some knowledge of food safety/regulations.
- Physical requirements: Able to set up and move tables or tents as needed. Able to walk the market during market hours.
- Must be present before, during, and after all markets (Winter, Summer and Holiday)
- Hourly salary of \$22.50 hr.

| Farmers' Market Monthly Breakdown | | |
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| Month | Farmers Market Hours | Responsibilities |
| January | 15 | Preparing winter market |
| February | 15 | Monthly winter market day and preparing for next market. Starting to prepare for summer market. |
| March | 15 | Monthly winter market day and preparing for next market. Starting to prepare for summer market. |
| April | 80 | Monthly winter market day and preparing for next market. Starting to prepare for summer market. |
| May | 80 | Monthly winter market day and preparing for next market. Starting to prepare for summer market. |
| June | 70 | Weekly summer market and preparing for next market. |
| July | 70 | Weekly summer market and preparing for next market. |
| August | 70 | Weekly summer market and preparing for next market. |
| September | 70 | Weekly summer market and preparing for next market. |
| October | 70 | Weekly summer market and wrap up of summer market. Preparing for holiday market |
| November | 30 | Holiday market and preparing for winter market |
| December | 15 | Preparing for winter market. |
| Total | 600 | |

Please note: weekly hours may be flexible based on planning and peak seasons and therefore workload.

Notes:

- Applicants for this position must be capable of working without close supervision. For both the market component and the soccer component. However, systems of administration already exist for both programs and will be communicated to the successful applicant; the position will be well supported but is self-starting.
- The BRCA is an equal opportunity employer and welcomes all qualified applicants to apply. It is our aim to have a workplace which reflects the diversity of our community.
- Two professional references will be requested for each short-listed candidate.
- Education requirements for this position will be verified by a third party.

Type of Employment: This is a term position with a realistic opportunity for annual renewal by the BRCA Board of Directors. We expect that the period of employment will commence in January 2020 and end on December 2020.