



## **Job Posting**

### **Programs and Outreach Coordinator**

The BC Association of Farmers' Markets (BCAFM) was founded in 2000 to:

- Support British Columbia producers of agricultural products, food products, and crafts
- Promote, educate, encourage, develop and support farmers' markets in the communities of BC
- Educate the public to choose healthy British Columbia grown agricultural products to ensure a secure food system, to reduce the carbon footprint and to ensure the viability of farming into the future

#### **Job Summary**

The Programs and Outreach Coordinator is responsible for promoting and organizing programs and events including Farmers' Market Nutrition Coupon Program (FMNCP) and Farmers Appreciation Week, as well as organizing and executing special and promotional events.

#### **Key Responsibilities**

The BCAFM is seeking an outgoing, skilled organizer and communicator who is able to work both independently and collaboratively. The Programs and Outreach Coordinator will report to the FMNCP Manager and Manager of Membership & Communication. Duties include, but are not limited to:

##### **Farmers Market Nutrition Coupon Program**

- Update and create program materials.
- Manage and participate in delivery of orientations
- Manage communications such as monthly newsletter, website content, and media releases
- Strengthen working relationships with key stakeholders

##### **Outreach Events (Annual Conference, Farmers Appreciation Week and Workshops)**

- Planning and coordination of specific functions such as conference welcome reception and banquet
- Marketing and promotion
- Create and distribute collateral promotional items
- Develop marketing and communications materials, including website updates and emails
- Complete small design projects

##### **Farmers' Markets Directory**

- Source and work with designer to create farmers' market directory
- Coordinate sourcing of images as well as writing and editing of the directory.
- Manage printing and distribution of directories to farmers' markets and other stakeholders

##### **Public Relations and Communications**

- Write and distribute bi-monthly BCAFM newsletter
- Attend outreach events to promote BCAFM
- Manage and implement social media strategy, including analysis



#### Member Relations

- Promote vendor insurance to markets and vendors
- Provide customer service to BCAFm members and stakeholders

#### **The Ideal candidate will have the following skills and attributes:**

- At least four years of work experience in a similar position
- A high level of working knowledge of Macintosh computers and software including Microsoft Office Suite, online newsletters, online event registration, and website content management
- Work related experience creating content and managing social media on platforms including Facebook, Twitter, Instagram and YouTube
- Strong written and verbal communications skills
- Social media marketing background would be an asset
- Excellent customer service experience
- Strong coordination skills and the ability to adjust one's actions in relation to others' actions
- Demonstrated analytical and problems solving skills
- A flexible and collaborative work ethic
- Strong interpersonal skills, a happy disposition, ability to exercise diplomacy, maintain a positive focus, and use discretion with confidential Information
- Ability to travel within the province
- Knowledge and interest in farmers' markets or local food movement is essential
- Bachelors degree in marketing, communications or other relevant program

#### **Timeline and Compensation:**

This is a full time position starting August 6<sup>th</sup>, 2015 (or earlier) until November 2017. Renewal is dependent on funding.

- The hourly rate is \$21 per hour plus CPP, EI, WCB including two weeks vacation plus the week between Christmas and New Years off. Hours of work will be 35 hours per week with occasional weekend and/or evening work.
- The office is at 2624 Main Street, Vancouver.

#### **How to Apply:**

- Please send a cover letter and resume in a **pdf format, with your name in the title of the document by June 29 at 10 am** to [jobPOC@bcfarmersmarket.org](mailto:jobPOC@bcfarmersmarket.org)
- Interviews will be conducted on July 8<sup>th</sup> and 9<sup>th</sup>.
- **Only those selected** for interviews will be **contacted**. No phone calls please.