

## **Novalea, Spryfield, & Fairview Clayton Park Farmers' Markets Job Description**

### **Job Title**

Outdoor Markets Director

### **Description**

Working for the Novalea Farmers' Market Co-operative, the outdoor markets director will be the principal contact and manager of three weekly outdoor farmers' markets including Novalea, Spryfield, and Fairview Clayton Park. This position is collaborative with the volunteer coordinator and the recruited volunteers.

### **Responsibilities**

Working under the volunteer board of directors, the candidate will:

- Arrive early and stay late on market days, ensuring smooth execution of the markets including, when necessary, the physical labour of setup and teardown
- Liaise with establish vendors, ensuring their needs are met
- With a food-first mindset, identify gaps in the current market offerings, then recruit & support new market vendors
- Work with landlords at market site
- Work with public health inspectors to ensure public safety related to food safety and covid policy
- Collect and deposit market vendor dues, maintaining good bookkeeping

Working with the volunteer coordinator, the candidate will:

- Oversee marketing efforts, including social media, print, and media contacts
- Coordinate with local community groups with a focus of accessibility on local foods
- Propose and establish new initiatives for growing the customer base
- Work with FMNS for marketing, grant, and technical support

### **Skills & Qualifications**

- Familiar with and excited about local food systems and, ideally, farmers' markets
- Organized, on time
- Excellent communication skills both in-person and electronically
- Able to engage cheerfully with vendors and the public, including enforcing Covid policies when necessary
- Able to delegate tasks to volunteers
- Able to lift and move pop-up tents and tables

### **Working Conditions**

- Outdoors during markets, in all weather conditions
- Extended periods standing

### **Hours and remuneration**

- 30hrs/week
  - 7am-1pm Saturday, 10am- 5pm Sunday, 2pm-9pm Wednesday
  - 10hrs flexible for administrative tasks
- \$15/hr
- Directorship begins mid-may, markets run June 2<sup>nd</sup> until October 31<sup>st</sup>