



## JOB POSTING

- Organization:** BC Association of Farmers' Markets
- Role:** Membership & Programs Lead
- Dates:** Full Time: 14 Month Contract (parental leave)  
Start Date: January 11, 2021
- Hours of Work:** Full Time  
35 hours/week plus occasional evenings and weekends  
(daily flexible schedule within core hours)
- Compensation:** Salary \$50,000 per year + Group Benefits (Health Insurance, Professional Development, and Wellness Benefit)
- Location:** Remote (work from home)
- Deadline to Apply:** **NOON, Thursday, December 3rd, 2020**
- Websites:** [bcfarmersmarket.org](http://bcfarmersmarket.org)  
[bcfarmersmarkettrail.com](http://bcfarmersmarkettrail.com)

### About BC Association of Farmers' Markets

A provincial non-profit, the mission of BC Association of Farmers' Markets (BCAFM) is to support, develop and promote member farmers' markets across all regions of British Columbia. BCAFM is a unified voice for 145+ member farmers' markets, and home to over 4,000+ farmers, food processors and artisans who share a common vision of 'BC Grow, Make, Bake'. In addition to many other exciting projects and initiatives, BCAFM is proud to lead the **BC Farmers' Market Trail** campaign and deliver the **BC Farmers' Market Nutrition Coupon Program**.

### About this Role: Membership & Programs Lead

Are you a relationship-builder and project management? Can you easily move between multiple projects, and can also work collaboratively with a team, support and build member capacity? We are seeking a passionate and organized Membership & Programs Lead to grow with us in the work we do so farmers' markets and local food continues to thrive in BC!

### Job Summary:

The Membership & Programs Lead is responsible for managing the BC Farmers' Market Membership and Vendor Membership Programs. They will also develop a variety of member engagement and capacity building activities and programs, while ensuring the delivery of services that support BCAFM membership. The Membership & Programs Lead will also work collaboratively as a team with the Communications & Creative Lead on special projects, outreach, building collaborative relationships and developing member-focused tools and resources.



## **PRIMARY RESPONSIBILITIES**

### **Membership**

- Lead the Farmers' Market Membership and Vendor Membership programs, including the application/renewal processes, eligibility assessment, database management, benefits implementation, and promotion of programs.
- Engage with Farmers' Market Members, BCAFM team and board of directors to understand and address key challenges and opportunities for the BC Farmers' Market sector through policy and program development.
- Build and maintain relationships with members in accordance with BCAFM values and Strategic Plan.
- Develop, deliver and evaluate effective programs and projects, capacity building activities, and tools and resources to support members (ex. webinars, workshops, mentoring program)
- Support members in understanding and adhering to BCAFM bylaws and policies, and key government regulations, legislation and guidelines, such as food safety, health and safety, organic certification, non-profit governance.
- Grant writing and sponsorships, including grant application and reporting, budget management, and communications with funders.

### **Communications & Marketing**

- Guide, collaborate and strategize with the Communications & Creative Lead in communications and marketing activities, including two websites ([bcfarmersmarket.org](http://bcfarmersmarket.org) and [bcfarmersmarkettrail.com](http://bcfarmersmarkettrail.com)), annual print directories and brochures, marketing collateral, conference communications, social media, member and public communications, newsletters, and media releases.
- Guide and collaborate with the Communications & Creative Lead on grant writing and sponsorships, including grant application and reporting, budget management, communications with funders, and developing funder and sponsorship recognition and benefits.
- Respond to BCAFM collaborators and general public inquiries, as needed, including those regarding membership policy and guidelines.

### **BCAFM Conference**

- Collaborate on member-focused content and program planning
- Assist with planning and delivering the annual BC Farmers' Markets Conference and Annual General Meeting

### **Outreach, Collaborators & Government Relations**

- Build and maintain relationships with a broad network of collaborators including sector associations, non-profit organizations, government, funders, media and more.
- Attend tradeshow and other outreach events as a BCAFM representative.

### **Other responsibilities as assigned.**



## QUALIFICATIONS

### Required Qualifications

- Minimum of 3 years of work experience in a similar role
- Education or experience in program/project management or other related field
- Knowledgeable about farmers' markets and/or the local food sector in British Columbia.
- Strong ability to manage multiple projects, budget and deadlines
- Strong communications skills in a range of creative styles and delivery methods
- Strong customer service and conflict resolution skills
- Experienced in grant writing and sponsorship programs
- Flexible, enthusiastic and collaborative work ethic
- Basic working knowledge with web-based communications programs including WordPress, Survey Monkey, Mailchimp
- Excellent working knowledge of Microsoft office suite, Google suite, online file sharing systems, database, contact management systems and ability to quickly grasp new software
- Reliable internet connection (computer may be provided)
- Some travel required

### Desired Qualifications

- Knowledge and experience in managing membership programs
- Demonstrated experience in developing and evaluating multifaceted initiatives including member engagement, and capacity building activities such as webinars and workshops
- Working knowledge with social media platforms including Facebook, Twitter and Instagram

## WHEN & HOW TO APPLY

- All candidates are asked to fill out [this form](#) instead of a cover letter by **December 3, 2020 at 12 pm NOON**. The form will also ask you to upload your resume in a PDF format.
- Please note that interviews are scheduled to take place December 7-15 but may be conducted earlier during the recruitment period. Only candidates invited for an interview will be contacted.

BCAFM is committed to be an equitable and inclusive employer with our hiring practices and organizational culture. We encourage applicants from all over British Columbia with diverse backgrounds, communities and lived experiences to apply.

Thank you very much for your interest in BC Farmers' Markets.