



## Employment Contract Opportunity

<b>Organization:</b>	BC Association of Farmers' Markets (BCAFM)
<b>Role:</b>	<b>Program Manager:</b> <b>Hatch + Hype Vancouver Island, Gulf Islands + Sunshine Coast</b>
<b>Hours of Work:</b>	Part Time: 21 hours per week for 12 Month Contract
<b>Compensation:</b>	\$30.00 per hour
<b>Location:</b>	Remote (work from home) however successful applicant must reside on Vancouver Island.
<b>Start Date:</b>	March 27 <sup>th</sup> , 2023 <i>(or sooner ideally)</i>
<b>End Date:</b>	March 31 <sup>st</sup> , 2024
<b>Deadline to Apply:</b>	<b><u>4 pm Wednesday, March 8<sup>th</sup>, 2023</u></b>
<b>Websites:</b>	bcfarmersmarket.org 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, home to over 6,000+ 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.

We actively encourage applications from members of groups with historical and/or current barriers to equity, including, but not limited to:

- First Nations, Métis and Inuit peoples, and all other Indigenous peoples;
- members of groups that commonly experience discrimination due to race, ancestry, colour, religion and/or spiritual beliefs, or place of origin;
- persons with visible and/or invisible (physical and/or mental) disabilities;
- persons who identify as women; and
- persons of marginalized sexual orientations, gender identities, and gender expressions.

### About this Role:

#### **Hatch + Hype Program Manager – Vancouver Island, Gulf Islands + Sunshine Coast**

BCAFM is seeking a highly motivated, entrepreneurial, friendly and highly organized person to implement the expansion of our BC Farmers' Market Hatch + Hype initiative to the Vancouver



Island, Gulf Islands and Sunshine Coast regions. A natural connector and networker, you will support farmers' market organizers in project implementation and promoting new farm and food entrepreneurs and products at up to 25 BCAFM member farmers' markets operating in those regions.

Hatch + Hype is an entrepreneurial strategy to highlight, promote, and bring focus to new and innovative Vancouver Island, Gulf Islands and Sunshine Coast farm and food products from both existing and new entrant vendors selling at farmers' markets. The strategy aims to elevate the important role of farmers' markets as small business incubators/accelerators while growing and strengthening collaborative relationships with existing small business and economic development support networks and increasing the sale of BC and regional farm and food products through direct sales channels ie; farmers' markets.

Equally important, Hatch + Hype is intentional and a strategy to nurture even greater diversity and inclusion at farmers' markets and in the BC food system. The project is innovative and aims to engage more underrepresented people including members of the Indigenous, BIPOC, New Canadians, LGTBQIA2S+, Youth, Seniors among other communities to launch new farm/food entrepreneurs and businesses selling at farmers' markets.

### **Employment Contract Summary**

The Hatch + Hype Program Manager for Vancouver Island, Gulf Islands and Sunshine Coast is a temporary part time contract employee who will manage the regional expansion of Hatch + Hype, including recruiting participating farmers' markets, providing orientations and ongoing support to our participating farmers' market members in 2023. The Program Manager will also connect the project and build the capacity of markets to grow and strengthen collaborative relationships with existing small business and economic development support networks among others across this region. This includes supporting market organizers to secure ongoing sponsorships/investment to support Hatch + Hype activities in the region in future years. This role will work collaboratively with the BCAFM Executive Director and Members & Programs Manager to implement the successful expansion of this program.

### **PRIMARY RESPONSIBILITIES**

- Recruit, engage and coordinate with up to 25 participating Vancouver Island, Gulf Islands and Sunshine Coast farmers' markets.
- Identify Market Champions at each participating farmers' market.
- Update and gather signed Market Champion and farmers' market agreements.
- Lead Market Champions orientation via Zoom.
- Provide regular marketing and communications content for Hatch + Hype Vendor E-newsletter, Hatch + Hype webpage on [bcfarmersmarkettrail.com](http://bcfarmersmarkettrail.com), BCAFM social media and other marketing platforms.
- Identify sponsorship/funder/investment opportunities and connect farmers' markets to those funding networks and build their capacity to sustain this work.
- Make connections with farmers' markets to small business/economic development networks and regional food hubs.



- Organize Hatch + Hype branding guidelines and marketing materials, kits for participating markets.
- Identify existing tools & resources in the entrepreneur/small business ecosystem that are pertinent to this program for markets and vendors.
- Manage and implement a virtual learning workshop: Hatch your Farm and Food Business
- Develop new tools in relation to the Hatch + Hype program.
- Share existing Hatch + Hype DIY Toolkit with other regional BCAFM member farmers' markets.
- Collaborate with 2023 project supporters including Island Coastal Economic Trust, Vancity, Futurpreneur, Rural Islands Economic Partnership + others.
- Revise and implement farmers' markets survey to evaluate impact of program.
- Assist with project grant reporting
- Assist with new, ongoing project grant, funding or sponsorship applications and requests
- Other duties as required.

### **Required Qualifications**

- Minimum of 3 years of work or lived experience in a similar project/program management role or small business development.
- Strong knowledge of existing regional entrepreneur, small business, economic development networks
- Understanding of the business incubator/accelerator ecosystem, especially farm/food
- Experience in marketing, promotions and communications
- Strong communications skills, written and oral, and a range of creative styles and delivery methods.
- Excellent working knowledge of Microsoft Word and Excel.
- Strong customer service.
- Flexible, enthusiastic, and collaborative working style
- Ability to provide guidance, and support to busy participating farmers' markets.
- Ability to work remotely.
- Access to a personal computer with reliable internet connection.
- Ability to travel
- Flexible work schedule required, including work on weekends and evenings.
- Drivers license required.

### **Desired Qualifications**

- Knowledgeable about farmers' markets and/or the local food sector in British Columbia.
- Knowledgeable about community economic development.



## WHEN & HOW TO APPLY

**DEADLINE to APPLY: 4 pm Wednesday, March 8<sup>th</sup>, 2023**

- Please send your resume in PDF format with your name in the title of the document, as well as a cover letter that includes why you are a great fit for this role to the following email address below.

Please include **'Program Manager: Hatch + Hype Vancouver Island/Sunshine Coast'** in the email subject line and send to:

**[info@bcfarmersmarket.org](mailto:info@bcfarmersmarket.org)**

- Please note that interviews may be conducted during the recruitment period and 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 and this project.