



Employment Opportunity

- Organization:** BC Association of Farmers' Markets (BCAFM)
- Role:** Marketing & Stakeholder Engagement Coordinator
- Hours of Work:** Part Time - 21 hours/week - Monday to Thursday
Some evenings and weekends as needed
Days, hours TBD
NOTE: MUST be available to work on Tuesdays
- Wage/Salary:** **\$27.47 per hour**
- Location:** Combination of remote work from home, field work and BCAFM office locations (Vancouver/New Westminister).
NOTE: Candidates must reside in City of Vancouver/Metro Vancouver region to accommodate field work.
- Benefits:** Group Benefits Plan
Paid Vacation: 2 weeks + paid holiday office closure
Professional development
Personal care days
Remote work reimbursements
Health & wellness benefit
Staff appreciation
- Start Date:** July 29th, 2024 (tentative)
- Deadline to Apply:** **Thursday July 11th, 2024**
- Websites:** 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 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.



We are actively encouraging 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: Marketing & Stakeholder Engagement Coordinator

Are you a marketing, communications, and networking superstar? Can you easily move between multiple projects, are a self-starter, and can also work collaboratively with a team and external stakeholders? Do you want to nurture cool marketing and communications partnerships? We are seeking a motivated, passionate, organized and highly detailed team member to help us make the farmers' market and local food sector thrive across BC!

Job Summary

The Marketing & Stakeholder Engagement Coordinator is an integral part of our Communications Team at BC Farmers' Markets. Reporting to the Membership & Programs Manager, this role will be responsible for executing marketing, communications, and stakeholders' engagement strategies. The individual will collaborate closely with the Membership & Programs Manager, as well as identify, build and manage external relationships (media relations, creative firms, cross sector collaborations partners, members and sponsors). For example, this work will leverage the BC Farmers' Market Trail, among others, and its creative assets including a robust photo bank and content.

PRIMARY RESPONSIBILITIES

Marketing & Public Relations Campaigns

- Actively contribute to the development and implementation of our year-round marketing campaigns to increase engagement for the farmers' market sector
- Create written content for communications and promotion, including press releases, membership bulletins, and website content
- Coordinate with graphic designer, copywriters, and other team members to produce high-quality content and marketing materials
- Collaborate with our public relations company to showcase farmers' market members and small businesses to maximize media exposure and reach
- Monitor trends in marketing and media to identify new opportunities for promotion and engagement
- Maintain communication with collaborators taking part in marketing campaigns
- Oversee photo bank and other media asset management, ensuring proper archiving and accessibility



BC Farmers' Market Trail Website

- Regularly update BC Farmers' Market Trail website to create dynamic
- Maintain a BC Farmers' Market Trail content calendar throughout the year
- Activate digital media advertising opportunities with collaborators, sponsors and members
- Monitor website analytics to track user engagement and make data-driven decisions for improvements
- Coordinate with web developers to implement new features and enhancements

Stakeholder Engagement

- Maintain a database of partner organizations and stakeholders
- Recruit new and nurture existing relationships with our member benefit partners
- Collaborate with stakeholders to develop joint marketing campaigns and initiatives
- Regularly communicate with members to provide updates, solicit feedback, and encourage engagement
- Provide support and guidance to members on marketing and promotional activities

Conference & Special Events

- Assist Membership & Program Manager with the recruitment of sponsors for our signature BC farmers' market conference
- Coordinate sponsor relationships including drafting agreements, following up with payments, organizing tradeshow tables and ensuring sponsors are properly recognized through newsletters and social media
- Assist with logistics for special events, including venue selection, catering, and entertainment
- Coordinate with special guests i.e. venue managers, MC's, musicians, to ensure seamless event execution
- At the direction of the Membership & Programs Manager oversee staff and volunteers for event setup, operation, and cleanup
- Evaluate the success of events through attendee feedback and other metrics, and make recommendations for future improvements
- Develop and execute a new BC Farmers' Market Awards bi-annual online event
- Represent BCAFM at community events, conferences, and networking opportunities to promote our mission and build strategic partnerships

Other responsibilities as assigned.



QUALIFICATIONS

Required Qualifications

- A minimum of 2 years' experience in marketing, communications, public relations or similar
- Demonstrated ability to initiate and think creatively about internal and external promotional marketing and communications strategy implementation
- Experience in coordinating marketing and communications cross sector collaborations
- Excellent written and spoken communication, interpersonal and presentation skills
- Demonstrated skills in building relationships with stakeholders
- Time management skills with ability to execute multiple projects and deadlines
- Flexible, enthusiastic, and collaborative work ethic
- Excellent customer service skills
- Familiarity with social media platforms and creative software such as (for example) Wordpress, Mailchimp, Facebook, Instagram, Canva
- Excellent working knowledge of Microsoft Office, Microsoft 365, cloud-based software, and ability to quickly grasp new software
- Must have reliable remote internet connection
- Some travel required

Desired Qualifications

- Experience or interest in farmers' markets, local food, or food culture
- Experience with database and contact management systems
- Valid drivers license

WHEN & HOW TO APPLY

- All candidates are asked to send their cover letter and resume in PDF format to info@bcfarmersmarket.org by Thursday, July 11th, 2024.
- Please note that 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.