Vernon Farmers' Market
PO Box 450 Vernon, BC V1T 6M3

Organization: Vernon Farmers Market
Role: Market Manager
Hours of Work: Part-Time | 20 hours/week
Compensation: $25/hour starting rate
Location: Kal Tire Place, Vernon , BC
Start Date: March 1 2026
Deadline to Apply: Jan 15 2026
Website: Vernon Farmers' Market Email: hiring.vfm@gmail.com b

About Vernon Farmers Market

The Vernon Farmers Market is a vibrant non-profit, volunteer-driven community hub that connects local farmers, food producers, and artisans with residents who value fresh, locally made, baked, or grown products. VFM is proud to be a BC Farmers' Market member and participant in the BC Farmers' Market Nutrition Coupon Program. Our mission is to support local agriculture, promote sustainability, and foster community connections.

About the Role: Market Manager

Reporting to the Board of Directors, the Market Manager plays an integral role in the operation of the market. The position oversees day-to-day activities, manages vendor relations, coordinates volunteers, and ensures compliance with all operational and regulatory requirements. The Manager serves as the face of VFM—representing the market to vendors, community members, and partners.

Key Responsibilities

Board-Management Relations

- Work closely with the Board to develop a reporting process to ensure consistent communication on market issues and projects.
- Collaborate with committees to develop and implement events, festivals, and other special initiatives.
- Attend Board and committee meetings as required.

- Communicate respectfully with vendors, board members, sponsors, inspectors, media, and stakeholders as the representative of the Market.

Market Operations & Set-Up

- Attend and manage all market days; oversee and aid in setup, takedown, and clean-up.
- Arrive on-site early (approx. 5:30 a.m.) to prepare the market area and greet vendors.
- Ensure booths are allocated and maps are distributed before each market day.
- Maintain a visible presence during market hours and ensure site cleanliness post-event.

Vendor Recruitment, Selection, and Retention

- Work with the Jury Selection Committee to determine the optimal vendor mix.
- Actively recruit new vendors to ensure a diverse and high-quality market.
- Manage vendor applications and ensure required documentation is up to date.
- Support vendor satisfaction through clear communication, fair rule enforcement, and timely conflict resolution.

Market Rules and Compliance

- Collaborate with the Board to review and update market rules annually.
- Ensure vendors comply with "Make It, Bake It, or Grow It" requirements.
- Maintain a working knowledge of relevant provincial and federal regulations.
- Coordinate with inspectors to ensure all vendors meet safety and licensing standards.

Financial & Administrative Duties

- Collect vendor fees and maintain accurate attendance and payment records.
- Work with the bookkeeper on payroll, time sheets, and vendor payment reconciliation.
- Track budgets, monitor spending, and report on key financial indicators.
- Manage the BCAFM Coupon Program—collecting and recording coupons, issuing vendor payments, and submitting reports.

Marketing and Communications

- Maintain regular contact with vendors and the community through email, newsletters, and social media.
- Implement creative promotional initiatives to attract customers and increase engagement.
- Update website and social channels weekly with current market information.
- Develop media relationships and initiate community stories about the market.

Event Planning & Community Engagement

- Plan and execute market events, festivals, and community activities.
- Collaborate with local musicians, artists, and community organizations to enhance the market experience.
- Promote the market as an inclusive and welcoming space for all community members.

Record Keeping & Reporting

- Maintain accurate and complete vendor, attendance, and activity records.
- Prepare vendor contact lists each season and ensure they are updated.
- Conduct customer and vendor surveys to assess satisfaction and identify improvement areas.
- Provide written reports to the Board on market performance and initiatives.

Dispute and Emergency Resolution

- Mediate disputes between vendors or between vendors and customers.
- Develop and implement a Safety & Sanitation Plan and emergency readiness procedures.
- Ensure issues are documented and resolved promptly and fairly.

Experience & Qualifications

Preferred:
- Minimum 1 year of related work experience in market management, event coordination, or community-building roles.
- Familiarity with the not-for-profit sector and awareness of policies affecting

farmers markets.
- Passion for local food systems and sustainability.

Skills & Competencies:
- Strong time management and organizational skills.
- Excellent interpersonal, communication, and conflict resolution abilities.
- Experience in social media, marketing, and customer engagement.
- Ability to work independently and collaboratively.
- Comfortable with outdoor work and occasional physical tasks (lifting up to 10 kg).
- Valid BC driver's license and ability to operate the market van.

Application Instructions

Please submit your resume and cover letter (PDF format) describing how your background and experience meet the above criteria.
Email applications to hiring.vfm@gmail.com by [Jan 15 2026].
Include "Market Manager" in the subject line.

Note: Only shortlisted candidates will be contacted. Interviews may be conducted during the recruitment period.

Vernon Farmers Market is committed to equity, diversity, and inclusion. We encourage applicants from diverse backgrounds and lived experiences to apply.