



Executive Director Career Opportunity

Sep 2026





LEADERSHIP OPPORTUNITY

Executive Director – BC Association of Farmers' Markets (BCAFM)

Deadline to Apply: Monday, October 12th, 2026

A Leadership Opportunity to Shape the Next Chapter of the BC Farmers' Market Sector

The BC Association of Farmers' Markets (BCAFM) is seeking an experienced, values-driven and collaborative Executive Director to lead the organization into its next chapter.

After more than a decade of strong leadership and growth, the BCAFM current Executive Director will transition out of our organization in March 2027. This planned succession provides an exceptional opportunity for a new leader to build on a strong organizational foundation, while shaping the future of farmers' markets, local food systems and community economic development across British Columbia.

This is an opportunity to lead a well-established provincial organization with a strong team, engaged members, sound governance and a significant platform for impact. The incoming Executive Director will inherit a healthy and well-positioned organization while having the opportunity to focus on implementing our 2026-2030 strategic plan: strengthening farmers and farmers' markets, advancing advocacy, increasing public investment, building the capacity of farmers' markets, and ensuring the long-term sustainability of the sector and BCAFM itself.

About BC Association of Farmers' Markets (BCAFM)

In 2026, BC Association of Farmers' Markets is celebrating 25 years as a non-profit society whose mission is to support, develop and promote farmers' markets across the province of British Columbia. Our current membership includes over 100+ governing member farmers' market organizations who operate approximately 145 farmers across the province. Our member farmers' markets host roughly 6,000 farm, food and artisan vendors in every region of BC.

As a mature organization, the BCAFM Board of Directors is comprised of 9 to 11 directors, who provide governance oversight, while a high performing management and staff team lead and deliver all programs and initiatives on behalf of the organization. BCAFM has implemented many successful programs and initiatives over the years including several first in-kind signature initiatives including – BC Farmers' Market Nutrition Coupon Program, BC Farmers' Market Trail and the BCAFM Conference to name a few.

The BCAFM has a current operating budget of approximately \$5M annually, a paid staff team of 2 Senior Managers and 14 additional staff comprised of full time, part time and casual staff members. The Board of Directors are the only volunteers. The organization operates primarily virtually and remotely, with a modest administrative office in Vancouver.

The organization enters this leadership transition with important strengths, including:

- A healthy financial reserve and working capital fund



- An established governance foundation and Board of Directors
- Progressive human resources policies, practices and processes
- Strong and well-established relationships with government, funders, sector partners and sister organizations
- Supportive member farmers' markets, vendors and community partners
- An experienced and dedicated staff team
- National and international recognition as a leader in the farmers market sector

BCAFM Equity, Justice, Decolonization Statement of Purpose

BCAFM is committed to knowledge sharing for the gathering, raising and growing of food, mitigating the impacts of climate change, and works towards eradicating poverty and inequitable gatekeeping. BCAFM is committed to also approaching these through a decolonization lens. BCAFM is committed to Indigenous Reconciliation and Indigenous Food Sovereignty in BC and the interconnections between farmers markets and thriving Indigenous communities. BCAFM will focus its EJDI actions to actively engaging in movements to ensure all BC residents have sufficient income and resources so they can afford to buy healthful and culturally appropriate foods; prioritize dismantling systemic barriers that restrict access to spaces and knowledge for growing, raising and gathering food.

BCAFM Values & Guiding Principles

BCAFM's work is grounded in six guiding principles:

Resiliency - We aim for farmers' markets to support diverse local communities and livelihoods to support local economies, and endeavour to have an active role in addressing climate change in building a just and sustainable local food system.

Connection - We are rooted and connected to our food, communities, the land, our shared history and collective future. We foster diverse relationships between farmers, growers, food processors, artisans and farmers' market communities as part of an interconnected system.

Innovation - We embrace adaptability, diversity, and locality. We encourage members to leverage their unique strengths and attributes and seek opportunities for BCAFM and its members to evolve in an ever-changing food system.

Equity, Social Justice & Decolonization - We acknowledge that centering equity, social justice and decolonization is imperative to address food system inequities, and recognize the intersections of local food systems, colonialism, and systemic racism. We work towards achieving food justice where every person has equal access to diverse local foods and participation in the farmers' market sector. This includes an ongoing commitment to Indigenous Reconciliation.

Empowerment - We nurture organizational and member capacity and recognize the need for diverse perspectives and strategies to participate in the farmers' market sector. Through our member centred approach, we develop and promote tools and best practices that seek to empower members to realize their own self-determination.



Joy & Celebration - We believe in the sustenance and vitality that farmers' markets bring to their communities and the local food sector. We encourage members to celebrate the various and dynamic ways that farmers' markets nourish us and bring us together.

Current BCAFM Strategic Goals 2026 to 2030

- 1) **Farmer Focus:** BCAFM will strive to strengthen the success of farmers and support farmers' markets to do the same.
- 2) **Advocacy:** BCAFM will strengthen and focus its advocacy to ensure farmers markets and their vendors have the advocacy tools they need to build and maintain supportive and sustaining relationships with all levels of government, including First Nations.
- 3) **More Investment:** BCAFM will work to increase public financial investment in farmers markets and farmers as essential drivers of local food systems, community health and economic well-being across BC.
- 4) **Farmers' Markets' Capacity:** BCAFM will ensure Farmers' Markets and their vendors are stronger and able to benefit from a network of sustaining operational supports that work across regions to meet diverse needs.
- 5) **Sector Sustainability:** To ensure our Farmers' Market sector and members are sustainable and thriving, BCAFM as the sector representative needs to have the capacity to be thriving and viable.

In pursuit of these goals, BCAFM is committed to applying and advancing all of our guiding principles as well as our commitment to Indigenous Reconciliation and the interconnections between farmers markets and thriving Indigenous communities.

For more information on the BC Association of Farmers' Markets, please visit our websites:

bcfarmersmarket.org

bcfarmersmarkettrail.com

Position Description

Title

Executive Director

Job Type

Full-time permanent

Reports to

The BCAFM Board of Directors



Location & Work Environment

The BCAFM team, including Executive Director, primarily work virtually and remotely from home., with periodic in-person operational requirements in the Vancouver and Capital District regions as well as travel throughout the province. A modest BCAFM administrative office is located in Vancouver.

The person chosen for the ED position must be a resident of BC at position commencement. Individuals living in communities across BC may be considered for this position. However, for operational and strategic reasons, it is preferred that the ED reside in the Vancouver/Lower Mainland or Victoria regions.

The Work Week

The typical work week is 35 hours per week. The BCAFM office operates Monday to Friday, and the Executive Director schedules their 35 work hours accordingly to best meet the needs of the organization. From time to time this includes evenings and weekends for board meetings and other meetings, engagement events, travel, site visits, conferences and other organizational needs and priorities.

Position Summary

The ED is responsible for providing visionary leadership and operational oversight to BC Association of Farmers' Markets whose mission is to promote, develop and strengthen the farmers' market sector. Reporting to the Board of Directors, the ED ensures BCAFM strategic, financial, and operational success while fostering strong relationships with its members, collaborators and partners, funders, government and the community. The ED serves as the primary ambassador for BC Association of Farmers' Markets, championing its values, strengthening its profile, and ensuring high-quality programs, services and initiatives aligned with evolving member farmers' market needs and the broader food systems and local economies.

What we are looking for

We are looking for a leader who brings a combination of strategic thinking, organizational leadership, relationship-building and a genuine commitment to community impact.

Leadership Priorities and Opportunities

The incoming Executive Director will join BCAFM from a position of organizational strength while leading the organization through an evolving funding, policy and agricultural landscape. Key priorities and opportunities for the next phase of leadership include:

- **Strengthening long-term funding sustainability.**
While BCAFM currently maintains healthy financial reserves and working capital, core operations and major programs continue to rely on government and other funders. Maintaining and strengthening investment in key initiatives, specifically the BC Farmers' Market Nutrition Coupon Program, will remain an important leadership priority in an increasingly constrained public funding environment as funding for this key initiative is not guaranteed year over year, including for the 2027 program season.
- **Diversifying and strengthening revenues.**



Building a more diverse and resilient revenue base will support BCAFM's long-term organizational sustainability and its ability to respond to emerging member and sector needs.

- **Navigating a changing agricultural and food-system environment.**
Farmers, food producers and farmers' markets are operating within a complex and changing economic, environmental and regulatory landscape. BCAFM has an important role in understanding these pressures and ensuring its programs, services and advocacy continue to respond effectively.
- **Deepening government and sector relationships.**
There is an opportunity to further strengthen BCAFM's relationships and influence with federal, provincial and local governments, First Nations, funders, sector partners and other organizations whose work intersects with farmers' markets, agriculture, food systems and local economies.

We recognize that excellent leaders come from many different backgrounds. If you bring most but not necessarily all the experience described here and believe you can contribute meaningfully to BCAFM's next chapter, we encourage you to apply.

1) Strategic Leadership

Working with the Board and staff, the Executive Director will:

- Lead implementation of BCAFM's 2026–2030 Strategic Plan and translate strategic priorities into clear organizational plans, actions and measurable outcomes.
- Provide forward-looking leadership that positions BCAFM to respond to emerging opportunities and challenges affecting farmers, farmers' markets and local food systems.
- Monitor and interpret trends in agriculture, food systems, public policy, economic development, tourism and the broader operating environment, and assess their implications for BCAFM and its members.
- Identify strategic opportunities to strengthen programs, services, partnerships and sector impact while ensuring growth is sustainable and adequately resourced.
- Work with the Board and staff to identify emerging policy priorities and develop organizational positions on issues affecting BCAFM members and the farmers' market sector.
- Ensure organizational activities and decision-making remain aligned with BCAFM's mission, strategic goals, guiding principles and commitments.

2) Financial Management & Stewardship

The Executive Director will provide strong financial leadership for an organization with an annual operating budget of approximately \$5 million. Responsibilities include:

- Develop and manage the annual budget in collaboration with the Board and senior staff.
- Ensure sound financial management, reporting, controls, transparency and accountability.
- Safeguard and strategically manage BCAFM's financial assets, reserves and working capital.
- Lead long-term financial planning to strengthen organizational resilience and sustainability.



- Maintain and strengthen relationships with government funders, foundations, sponsors and other funding partners.
- Lead and support fundraising, grant development and investment strategies required to sustain BCAFM programs and operations.
- Identify and pursue opportunities to diversify BCAFM's revenue base and reduce vulnerability to individual funding sources.
- Ensure effective organizational risk management and compliance with financial and legal requirements.

3) Operational Excellence

The Executive Director will ensure that BCAFM has the systems, resources, policies and practices required to deliver high-quality, sustainable and responsive programs and services. This includes:

- Oversee day-to-day operations, ensuring effective, efficient and sustainable program and services delivery.
- Ensure organizational capacity and resources are aligned with strategic priorities and commitments
- Lead and support program and initiative development, evaluation, and continuous improvement
- Establish and monitor key performance measures and reporting systems to assess organizational and program impact.
- Ensure BCAFM remains responsive to changing member and sector needs
- Develop and maintain policies that support fair, consistent and effective organizational administration.
- Ensure compliance with applicable legislation, contractual requirements and organizational best practices.

4) Leadership & Team Development

BCAFM has a dedicated staff team and a strong organizational foundation. The Executive Director will lead, support and develop this team by:

- Setting clear organizational direction. Fostering a culture of respect, integrity, collaboration, initiative and accountability.
- Promote staff engagement, professional development, and organizational wellbeing.
- Ensure effective human resource practices, including recruitment, performance management, and succession planning.
- Providing clear direction while empowering staff to lead within their areas of responsibility

5) Board Governance

The Executive Director will be the key link between the Board and staff and will support the Board in fulfilling its governance responsibilities. This includes:



- Support Board effectiveness through timely reporting, governance support, and policy development.
- Provide the Board with timely information, analysis and advice regarding emerging strategic opportunities, financial sustainability, sector developments and organizational risks
- Sit as an advisory and non-voting member of Board committees'/task forces
- Build a productive and trusting relationship with the Board

6) Government, Sector & Community Relations

As BCAFM's senior representative and ambassador, the Executive Director will strengthen BCAFM's relationships, networks and influence across government, the farmers' market sector and the broader food-system community, ensuring that the organization remains a trusted, constructive and non-partisan sector voice.

- Build and sustain trusted relationships with BCAFM member farmers' markets, farmers, food producers, vendors and sector partners.
- Strengthen strategic relationships with municipal, provincial and federal governments and First Nations.
- Maintain strong relationships with funders, sponsors, investors and community partners.
- Build partnerships across agriculture, food systems, food security, public health, economic development, entrepreneurship and tourism.
- Represent BCAFM at sector tables, meetings, conferences and collaborative initiatives.
- Identify opportunities for strategic partnerships that advance BCAFM's goals and increase resources and opportunities for members.

7) Advocacy and Sector Leadership

The Executive Director will strengthen BCAFM's role as a trusted, evidence-informed and non-partisan voice for farmers' markets, farmers and the broader local food sector in British Columbia.

- Work with the Board, staff and members to identify and advance strategic advocacy priorities.
- Build relationships with decision-makers across all levels of government and strengthen understanding of the role and value of farmers' markets.
- Represent BCAFM in policy discussions, consultations, advisory committees and public forums related to agriculture, food systems, food security, public health, economic development, tourism and climate resilience.
- Advance public awareness of the economic, social, health and environmental contributions of farmers' markets and local food systems.
- Advocate for increased public investment in farmers, farmers' markets and supporting local food infrastructure and initiatives.
- Support member farmers' markets in building their own advocacy capacity, relationships and local influence.
- Monitor emerging legislation, policies and sector trends and assess potential impacts on farmers' markets, vendors and communities.
- Develop evidence-informed advocacy materials, briefing notes, reports and communications in collaboration with staff, members and partners.



- Strengthen BCAFM's profile as a provincial leader and convener within food systems, community economic development and local agriculture.

Education & Experience

- Minimum 5+ years of progressive senior leadership experience, preferably in the role of Executive Director/CEO or similar.
- Demonstrated experience working with or reporting to a Board of Directors.
- Post-secondary degree or relevant professional experience.
- Experience in the agriculture, farm, food, small business or economic development sectors is an asset.

Competencies Required to Succeed in the Position

- Demonstrated Executive Management experience.
- Strong strategic thinking and decision making abilities.
- Proven financial management, revenue generation, fundraising experience.
- Ability to lead complex programs and initiatives and budgets.
- Exceptional relationship-builder, stakeholder, rightsholder engagement skills.
- Excellent communication and public speaking abilities.
- Strong strategic marketing and business development skills.
- High emotional intelligence.
- Values and impact oriented.
- A balanced leader and systems thinker who can blend agriculture, farm, food and food security, local economy, economic development, entrepreneurship and tourism perspectives.
- Ability to create and sustain healthy and diverse networks and relationships.
- Proven government relations experience at all levels (municipal, provincial, federal) with an ability to retain our neutral, non-partisan healthy BCAFM reputation, which is an organizational asset.

Leadership Qualities Aligned with Organizational Values

- A commitment to Equity, Justice, Decolonization and Indigenous Reconciliation.
- A passion for farming, food, food security and local economies.
- Innovative, entrepreneurial, resourceful and resilient.
- Integrity and accountability.
- Member and service oriented.

Compensation Package

BCAFM offers a competitive and comprehensive compensation package that reflects the scope of leadership responsibilities and the importance of this role in the community.

Salary Range: \$125,000 – \$135,000 annually, commensurate with experience, qualifications, and sector expertise. Eligible for banked time for hours worked over 35 hours per week.



Benefits Package: Includes extended health and dental group benefits, as well as an employee assistance program through Pacific Blue Cross.

Retirement Savings: Includes enrolment in the BCAFM RSP retirement plan with employer matching administered through the Common Good Plan.

Vacation & Leave: Generous paid vacation entitlement, statutory holidays and personal care days.

Professional Development: Ongoing learning and development opportunities, including support for conferences, certifications, and leadership training.

Travel Budget: For engaging with members, attending events and engaging with our networks as approved in the annual operating budget.

In collaboration with a dedicated board and staff, this role offers the opportunity to make broad community impact supporting BCAFM member farmers' markets and vendors, while strengthening farm and food systems, food security, community economic development, entrepreneurship and the local economy, the tourism sector among many others.

Interview and Selection Process

A BCAFM ED recruitment Task Force led by the BCAFM Board Chair, Vice-Chair and Treasurer are overseeing this leadership transition. Forecasted key recruitment milestones are outlined below (subject to change as determined by BCAFM).

ED Recruitment Period	Sep 22 to Oct 12, 2026
ED Candidate Interviews	Oct 19 to 22, 2026
BCAFM Board Decision	Oct 26 to 29, 2026
Incoming ED Start Date	Jan 4, 2027 (Ideal)
ED Transition & Mentorship	Jan/Feb 2027
ED Official Handoff	Mar 9, 2027 (BCAFM Annual General Meeting)

Target Start Date (Ideal): January 4th, 2027

How to Apply

Please send your cover letter and resume with your name in the title of all electronic documents to info@bcfarmersmarket.org and please include 'BCAFM Executive Director' in the email subject line.

Please note that interviews may be conducted during the recruitment period and only candidates invited for an interview will be contacted following a hiring decision.

Deadline to Apply: Monday, October 12th, 2026



BCAFM is committed to being an equitable and inclusive employer with our hiring practices and organizational culture. We encourage applicants with diverse backgrounds, communities and lived experiences to apply.

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