



Fireweed Food Co-op: Assistant Market Coordinator

Full time (35hrs/week) @ \$17/hr – June to September

SUMMARY

The responsibility of the Assistant Market Coordinator is to support the Market Coordinator in ensuring the smooth functioning of the South Osborne Farmers' Market. This includes volunteer coordination and training, marketing and social media management, organizing community activities and special events, and assisting with market day management. This position is a seasonal position at 35 hours per week and includes an 8-hour commitment every Wednesday from 1-9 pm at 725 Kylemore Ave.

Note: This job description is a guide, rather than a restrictive or exhaustive list of responsibilities. If hours/balance of work varies between areas, adaptations can be made at the discretion of the Market Coordinator, through discussion with the Projects Coordinator and farmers' market committee. Work schedule can be flexible to some degree (apart from Wednesdays) and hybrid work-from-home/office options are available following initial training.

RESPONSIBILITIES

Volunteer Management (20%)

- Recruit, schedule and coordinate volunteers
- Train new volunteers onsite on volunteer duties and COVID-19 policies
- Regularly check communication platforms (email, social media) and respond to interested volunteer inquiries

Marketing & Communications (20%)

Work with the board and staff to develop and implement a robust marketing strategy

- Maintain social media platforms (mainly Instagram and Facebook) and ensure regular posts
- Create and send weekly newsletters using Mailchimp
- Develop appropriate signage for the market as needed
- Design graphics and posters as needed and as skills allow
- Respond to market inquiries in a timely manner
- Assist in the implementation of social events and community programming at the market

Entertainment & Community Engagement (20%)

- Schedule, promote and assist buskers on a weekly basis
- Work with community partners to provide space for arts and craft activities at the market
- Assist in the implementation of social events and community programming at the market, when possible

Farmers' Market preparation (20%)

- Help set up the necessary tents, tables and signage for the market and ensure a clean and safe environment during the market that adheres to COVID-19 requirements
- Be available to respond to vendor, volunteer and customer needs during the market
- Help ensure that vendors and the market comply with farmers' market guidelines and health & safety regulations

Other Duties (20%)

- Help pack Waste-Not Food Boxes and oversee volunteers on Thursdays (starting at 11 am)
- May include new project/activity development, collaborations with other organizations, etc. as time allows and depending on your interest
- We want you to have fun!

SKILLS

- Must be between the ages of 15 and 29 (as per funding requirements)
- Customer service experience required
- Strong communication skills and ability to communicate clearly and effectively
- Ability to multi-task & remain organized
- Familiar with social media platforms or a willingness to learn
- Comfortable with GSuite, social media, etc.
- Graphic design experience is an asset
- Demonstrated passion for local, sustainable and equitable food systems
- Have a working knowledge of farmers' market regulations or willingness to learn
- Living in the South Osborne area or having knowledge of the neighbourhood is considered an asset
- Ability to lift 50 lbs

APPLY

To apply, please send your resume and a cover letter to market@fireweedfoodcoop.ca before **May 13, 2022**.