



Fireweed Food Co-op: Assistant Market Coordinator
Part-Time (20-25 hrs/week) @ \$18-20/hr – May to October

SUMMARY

The responsibility of the Market Assistant 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 engagement activities, and assisting with market day operations. This is a seasonal, part-time position and includes an 8-hour commitment every Wednesday from 1-9pm at 725 Kylemore Avenue.

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 team. Apart from Wednesdays and biweekly in-person staff meetings, hybrid work-from-home/office options are available following initial training (in-person at 1145 Fife St).

RESPONSIBILITIES

Volunteer Management

- Recruit, schedule, and coordinate farmers' market volunteers
- Assign volunteers to tasks based on their experience and preferences
- Working alongside the Market Coordinator and the Farmers' Market Committee, present an in-person volunteer orientation before the market season begins
- Provide new volunteers with a clear description of their tasks and responsibilities on-site
- Maintain regular communication with volunteers through email and print materials
- Develop and administer annual volunteer survey

Marketing & Communications

- Working closely with the Market Coordinator, develop and implement a robust marketing strategy
- Develop content to increase community engagement on our social media platforms, mainly Instagram and Facebook
- Respond to market inquiries on social media in a timely manner
- Create and send weekly newsletters using Mailchimp
- Design compelling graphics and posters as needed, and as skills allow

Entertainment & Community Engagement

- Recruitment and scheduling of musicians
- Working closely with the Market Coordinator, assisting in the creation, implementation, and delivery of special events and community programming at the market (arts and craft program, open mic nights, workshops, etc).

Farmers' Market preparation

- Carry out all set up and tear down tasks, including putting out tents, tables, and signage
- Ensure a clean and safe environment at the farmers' market
- 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

- May include new project/activity development, collaborations with other organizations, etc. as time allows and depending on your interests. We want you to have fun!
- Deliver donated produce from weekly markets to Fireweed Food Hub, located at 1145 Fife St, for distribution through our Waste Not program

SKILLS

- A strong and genuine passion for creating local, sustainable and equitable food systems
- Have a working knowledge of farmers' market regulations or willingness to learn
- Strong written and verbal communication skills
- Ability to multi-task & remain organized
- Experience with social media, especially Instagram, is an asset
- Graphic design experience is an asset
- Smart Choices certification is considered an asset
- Living in the South Osborne area or having knowledge of the neighborhood is considered an asset

REQUIREMENTS

- Must be able to work from May to the end of September
- Must be between the ages of 15 and 30 as per funding requirements
- Customer service experience required
- Must be able to lift objects up to 50 lbs
- Class 5 Drivers License strongly preferred

APPLY

To apply, please send your resume and a cover letter to projects@fireweedfoodcoop.ca by Friday April 19th, 2024.

***Please note: the duration of this position (and its final hourly wage) is conditional upon confirmation of funding. Do not hesitate to ask us more about this prior to submitting your application.**