

## **The Cranbrook Farmer's Market Society is Hiring: Market Manager**

Are you passionate about building a sustainable and vibrant community? Do you enjoy working outdoors in contact with people, in a dynamic environment with flexible hours? The Cranbrook Farmer's Market Society is currently seeking an enthusiastic, reliable and responsible individual who is willing to take up the baton and make our local farmers market flourish! Now more than ever, shopping local is so important to our community. Our focus is on locally grown and hand made products.

The Market Manager, with professional innovative practices, leads the way in developing, organizing and maintaining the Cranbrook Farmer's Market, fostering a community institution that is trusted, vibrant and entrepreneurial in spirit for both market vendors and their patrons.

Under general direction from the President/Board of Directors, the Market Manager has day-to-day responsibility for the successful operation of the farmers' markets. This is a **part-time year-round position**. Workload varies with market season. It is expected that the Manager will coordinate with the Market Day Manager to ensure coverage of all scheduled market days. Other hours are flexible, as required to accomplish the required tasks in a timely manner.

### **DUTIES AND RESPONSIBILITIES**

**1. Market Operations Management** – Coordinates and oversees the overall operations of the market throughout the year. This includes, but is not limited to, ensuring that the Market Day Manager effectively carries out their duties: i.e. Assignment of stall locations, overseeing/ensuring the logistics of setup/break down; the management of market volunteers; interfacing with the public and the vendors; resolution of conflicts or problems that may arise; and the collection, control and documentation of fees and overseeing the Farmer's Market Nutrition Coupon Program. This will occur at the 3 market locations.

**2. Vendor Relations** – Oversees the Market Day Manager in developing and managing relationships with vendors, ensuring timely communications (e-mail, telephone, newsletters and in person) and resolution of issues or problems. Monitors vendor operations and ensures compliance to Market rules and Interior Health Guidelines where applicable. Assists Market Day Manager to recruit vendors as needed, screens applications and monitors quality of products and presentation, provide orientation and tips to new vendors and offers ongoing support/communication to help ensure vendors' success.

**3. Market Customer Relations** – Working with the Market Day Manager, and on days that the Manager covers a Market Day: Interacts with the public at the Markets and monitors and ensures the Market's attractiveness and appeal. Develops recommendations to enhance/improve the Markets and promotes the CFM in a positive, professional manner. Models and promotes collaborative and respectful communications and relationships.

**4. Volunteer & Staff Management** – Works with the Market Day Manager to recruit volunteers and any market assistants as needed and provide initial training and ongoing direction/training as needed.

**5. Planning** – Works with and provides input to the Board of Directors in the development of business plans, operating budgets and manager’s work priorities. Performs regular market, vendor, and customer’s assessments. Prepares reports and keeps the Board informed regarding the status of the Market(s) and progress toward established goals.

**6. Financial Planning & Management** – Manages and maintains records of the organization revenues and expenses, working with the treasurer to provide monthly reports to the board including Income Statement and Balance Sheet. Performs payments, refunds, and banking activities. Works with and provides input to the treasurer/finance committee in annual budget development. Monitors and controls the budget for the Market, manages resources within the constraints of the budget and long-range business plans and ensures compliance with financial controls. Continuously explores and pursues funding opportunities including grant writing and prepares timely reports.

**7. Market promotions** – Works with the Market Day Manager to coordinate all advertising and promotion of the market through traditional and social media, including paid ads, press releases, posters, postcards, website and social media upkeep, signage, banners, and website management. Familiarity with Canva is an asset.

**8. Community Relations** – Maintain our office in Downtown Cranbrook to receive both market vendors and community partners, overseeing facilities operations, complying to shared space standards.

**9. Other Duties** - Performs other duties as assigned from time to time by the President.

The ideal candidate will possess:

- Understanding of Cranbrook Farmer’s Market Society organization mission and mandate.
- Passion for local food/community sustainability and farmers’ markets.
- Incredible self-motivation, organization, and problem-solving skills.
- Excellent interpersonal and communications skills.
- A strong ability to develop team relationships with market vendors, patrons and volunteers.
- Proficient computer and social media/marketing skills.
- A strong community connection.
- Post-Secondary education and/or relevant experience in a related field such as Sustainable Food Systems, Business/Marketing, Environmental Sciences, Event Planning, and Management.
- Experience in personnel management, budgeting, operations management, working with multiple stakeholder groups/public, and experience in retail and/or other customer service.
- Experience running, vending, or volunteering at farmers’ markets.

#### REQUIREMENTS

- Valid driver’s license and access to a vehicle capable of transporting market gear and equipment.
- First Aid/CPR or willingness to obtain certification.

- Availability to work some Saturdays that the Market Day Manager does not work during outdoor season (June to October).
- Availability to work some Saturdays from November to May as agreed with the Market Day Manger. The Winter Market in November requires the ability to work three full days for the duration of the market.

**Start date:** March 31, 2025 or as soon as possible

**Salary:** \$20,000 - \$22,000/year on semi-monthly instalments, less applicable statutory deductions.

**Probation:** From March 31 to June 30, 2025.

**Hours of work:** It is expected a workload of 15h/week on average, being more hours spent during outdoor season: May to November approx. 20h/week and December to April approx. 10h/week. Winter Market in November requires working extra hours.

**Reporting relationship:**

- Reports to: The President of the Cranbrook Farmer's Market Society
- Manager supervises the following organization's positions: market day manager, volunteers and any market assistant during outdoor season.
- Liaise with: Various Community stakeholders (eg. City of Cranbrook, Interior Health Authority, Downtown Business Association, Chambers of Commerce, Cranbrook Community Connections, School District, other Farmers Markets, BCFMA, etc.)

Following the initial 90-day probationary period, a progress and performance review will be conducted on a yearly basis to assess performance to-date, and to clarify or modify this arrangement, as the need may arise.

This arrangement may be terminated by either party upon notice in writing to either party with notice that complies with Employment Standards Act for British Columbia.

**Interested?** Please send your resume **and** cover letter to our President:  
[sioban.staplin@gmail.com](mailto:sioban.staplin@gmail.com) until March 14 at 4pm