
TOWNSHIP OF WEST LINCOLN JOB DESCRIPTION

JOB TITLE: FARMERS' MARKET CO-ORDINATOR

DEPARTMENT: INDEPENDENT CONTRACTOR

DATE: JUNE 2021

REPORTS TO: CHIEF ADMINISTRATIVE OFFICER (CAO)

STD HRS OF WORK: Approximately 35 hrs/week

RATE OF PAY: \$22.00/Hour

WORK TERM: Approximately 20 weeks (June to October)

JOB SUMMARY:

Reporting to the Township CAO, the Farmers' Market Co-ordinator ensures the smooth running of the Farmers' Market. The Farmers' Market Co-ordinator performs a variety of duties such as: vendor recruitment, placement and engagement, relationship building with stakeholders, ensuring a smooth market setup and take down from open to close, issuing vendor receipts, managing vendor complaints and keeping abreast of all vendors' applications.

The Farmers' Market Co-ordinator supported by the CAO, will maintain prompt and regular communication with the vendors. The Farmers' Market Co-ordinator will attend Farmers' Market coordination meetings. The position requires the Farmer's Market Co-ordinator to be available to work one week prior to May and one week after the market closing in October and will be responsible for completing grant documents for the provincial grant. The Farmers' Market Co-ordinator shall maintain up to date CPR First Aid and Safe Food handling certificates. If a first aid or safe food handling certificate is required, the Township will cover the cost of the training.

SKILLS & QUALIFICATIONS:

- Previous experience as Farmers' Market Coordinator an asset.
- Excellent interpersonal, communication and leadership skills.
- Proficiency in marketing and social media marketing.
- Knowledge of budgeting and financial reporting.
- Ability to work and make decisions independently in a professional manner that reflect the vision and policies of the Township of West Lincoln.
- Must be a self-starter and highly motivated person, working with minimal supervision
- Must be able to work with a high level of attention to detail and scheduled work processes, with periods of work that is time sensitive to accomplishing goals.
- Must be prepared and be able to work in all weather conditions, e.g. heat, cold, rain, sun, wind
- Exceptional organizational and administrative abilities.
- Valid Class "G" Driver's License in good standing and a reliable vehicle.
- Food Handler's training through Public Health.
- Level C Basic First Aid and CPR.
- Interest in sustainable livestock agriculture and farmers' markets
- Must have the knowledge and experience to solve problems using appropriate discretion and judgement.
- SmartServe and Market Management Certificate (through Farmer's Markets Ontario) would be considered an asset.

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RESPONSIBILITIES:

Record Keeping:

1. Meet weekly with staff to review the maps, changes or revisions to the space or other matters when relocation is necessary.
2. Keep legible receipt books and bank deposit records.
3. Insure and collect all monies.
4. Log significant events and issues and communicate issues in a timely manner to the Township CAO.
5. Conduct inspections prior to and after each market day.
6. Collect vendor applications, track payments and vendor approvals in advance of each market.
7. Create spreadsheet of survey responses for analysis.
8. Conduct end of season meeting to review areas for improvement.

Onsite Duties:

9. Ensure vendor spaces are allocated each week.
10. Set up Farmers' Market sandwich boards at locations to be confirmed and communicate with local community groups.
11. Be present at the market well in advance of opening.
12. Greet vendors when they arrive and assist them to find their location.
13. Set up the Farmers' Market Welcome and Information tent.
14. Conduct satisfaction surveys for vendors and consumers.
15. Confirm all vendors in attendance are approved and have paid.
16. Mediate and resolve any disputes or conflicts that occur on market days.
17. Be visible and accessible to vendors and customers during the market day.
18. Thoroughly understand and enforce the market rules and regulations.
19. Remain onsite at the market until the last vendor has left.
20. Ensure the market area is clean and left the way it was found.
21. Work with the Farmers' Market stakeholders to determine the optimal market mix of vendors.

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Communication and Promotions:

- 22. Communicate respectfully with vendors, key stakeholders, members, sponsors and inspectors and other stakeholders.
- 23. Initiate media/social media stories on the Farmers' Market using innovative techniques.
- 24. In conjunction with the Township CAO, develop and implement a promotions program for the Farmers' Market.
- 25. Respond to Farmers' Market inquiries in a timely manner.
- 26. Perform other related duties as may be requested.

APPROVED BY:

JUNE 7, 2021

CHIEF ADMINISTRATIVE OFFICER

DATE