



JOB POSTING

Public Relations & Membership Development Coordinator Vancouver Farmers Markets

Are you a “People Person”? Are you great at generating public and media enthusiasm, interest & support for worthwhile initiatives? The Vancouver Farmers Markets (VFM) operate 4 busy neighborhood farmers markets in

Vancouver, which see about 12 000 people each week on Saturdays, Sundays and Wednesdays from May – October. VFM’s Winter Farmers Market operates twice a month at a single location from November – April. Coordinated by a small staff team from a central office, the award-winning Vancouver Farmers Markets are ranked among the top farmers markets in Canada.

VFM is hiring a Public Relations & Membership Development Coordinator to advance our goals to inform and engage the public, volunteers and donors in the growth and development of our city’s farmers markets. This is a permanent, part-time salaried, core-staff position with strong potential for expansion in the future. This position requires some availability for weekend and evening work throughout the year.

Job Duties:

The PR Coordinator will work with the VFM staff team & will develop the following three key areas of public engagement:

- **Public Relations/Communications** – including creation of an annual communications plan, website management, writing & sending press releases, media contact management & development, off-site community outreach & public engagement events
- **Membership Services Development** – including membership sales & coordinating sales team, renewal processing, membership newsletter & communications, membership database management, development & implementation of annual direct mail campaign
- **Volunteer Development** – maintain and develop volunteer program, train & schedule volunteers to be an enthusiastic team of VFM ambassadors at VFM markets, special events on site and around town.

Required Skills, Experience & Disposition:

The successful candidate will have a minimum of 3 years of experience in/demonstrating:

- public relations, media & public communications development & implementation
- membership and/or constituency development including fundraising/direct mail outreach
- website, social marketing & newsletter development
- volunteer coordination & development; staff team management
- excellent communications skills (written, spoken, phone, internet, in-person)
- creativity & maximization of limited budget and human resources
- excellence in approaching the public, asking for and building public support, motivating people to contribute time/money
- high-level organization skills, detail-oriented
- excellence in data and list management; comfort with Mac computers
- excellence in program planning and implementation skills
- taking initiative AND working as part of a team

Voted “Top Non-Profit for 2010” by the readers of *Edible Vancouver* magazine, the Vancouver Farmers Markets is a busy, professional, creative, team-oriented work environment offering competitive wages and benefits package.

Position open until filled. Email your resume and cover letter indicating your relevant experience with “PR & Membership Coordinator position” in the subject line to: tara@eatlocal.org. Vancouver Farmers Markets thanks all interested applicants, but only applicants chosen for an interview will be contacted.

YOU ARE WHAT YOU EAT. PREPARE TO MEET YOUR MAKER.

Farmers Markets, Vancouver, B.C.

East Vancouver. West End. Main St. Station. Kitsilano. Holiday Market. Winter Market.