

Farmers Market Manager

Farmers & Makers Markets (Calgary Earth Market Society)
Calgary, AB

- Established in 2018 as a non-profit society to bring uniquely vibrant Alberta Approved Farmers Markets to Calgary's urban communities, the Calgary Earth Market Society (CEMS) operates a weekly summer market the Farmers & Makers Market at cSpace on Saturdays. Our markets support more than 90 local farms, food producers and craft artisans, over 50 local artists and creatives, and a growing number of non-profit community service organizations each year, who join us in creating amazing market days while being meaningful contributors to a more accessible and resilient local food system, a supportive circular economy, and to more connected and creative communities.

The Opportunity:

CEMS is recruiting a full-time Manager to join our small but mighty team of passionate people responsible for “feeding communities and culture” at our Farmers & Makers Markets; and who is interested in growing with us as we build our market operations and community connections.

Essential to market-day operations, the Market Manager plays a pivotal and dynamic role that is critical to the success of our farmers markets as they are responsible for independently planning, organizing, curating, and leading the key areas of our Farmers Market. The Market Manager holds the primary leadership position of our market team, running operations on market days, as well as contributing behind the scenes on non-market days.

In addition to overseeing day-to-day operations, the Market Manager will actively participate in planning and executing special projects and events. This position offers a unique opportunity to spearhead initiatives that align with and further our mission, contributing to the overall success and growth of our organization. The Market Manager is responsible for coordinating various aspects of the farmers markets, ensuring a seamless and positive experience for vendors, customers, and stakeholders alike, and serving as the primary point of leadership for the entire market team.

This is an opportunity to develop event planning and project management skills while connecting with our local food system, supporting small business owners and entrepreneurs in our community, and contributing to a more vibrant and connected community.

Place of Work and Compensation:

This is a full time (35h/wk avg) position starting immediately, offering \$25.00/hour.

When market season opens, starting May 24, the Market Manager works on-site market days (Saturdays 7:30-4pm), with the remainder of the work week continuing primarily from home.

Key Tasks and Responsibilities

General Responsibilities:

- **Market Curation:**
 - Recruit, select, and manage a diverse group of vendors offering high-quality, locally produced goods.
 - Manage in vendor recruitment, application assessment, processing, contracting, and scheduling.
 - Assist with Market Membership Program administration
- **Vendor Relations:**
 - Coordinate with vendors to plan seasonal promotions and special events.
 - Contribute to weekly vendor emails, newsletters, and website updates
- **Community Engagement**
 - Actively seek to develop community connections and partnerships that support our mission and the work of related community organizations and groups
- **Marketing and promotion:**
 - Develop and execute marketing strategies to increase awareness and attendance at the farmers market.
 - Utilize social media, newsletters, and other channels to promote vendors and market events.
 - Coordinate with local media for coverage and partnerships.
- **Regulatory Compliance:**
 - Have a working knowledge of legislation and associated regulations, both provincial and federal, which impacts all the vendors in the market.
 - Ensure the market operates in compliance with all relevant laws and permits.
- **Special Events**
 - Plan, organize and execute Special and Seasonal Events
- **Other work/projects as assigned or collaboratively determined**

Market Day Management

- Site host for, and representative of the Markets and CEMS, liaising with and providing information and assistance to vendors, Market Stage artists, Kids Arts & Culture Program providers, Community Booth participants, visitors, partners, and sponsors
- Manage market team that consisting of assistant market manager and other volunteers
- Responsible for market site and market-day operations, ensuring smooth and successful market day activities; leading, directing and assisting as needed especially in the following areas:
 - Mark out vendor layout according to the weekly market map prior to vendor arrival
 - Direct, oversee and assist volunteer
 - Ensure efficient and timely set-up and teardown of market site including F&MM and community booths, seating areas, signage, etc
 - Direct efficient and timely vendor load in/out and stall set-up
 - Perform routine vendor and venue audits to ensure conditions of all permits, venue regulations, market standards, bylaws, etc are met or exceeded
 - Oversee and assist market staff and volunteers

- Ensure market property and rentals are maintained, and are securely stored and/or transported at the end of market day.
- Capture market day moments through photo and video
- Complete end of day Market reporting before 10am the day after each market
- Familiar with non-compliance, accident and emergency procedures, responding appropriately in the moment and following reporting procedures after the fact
- Perform other duties and assumes responsibilities as apparent or assigned by the market manager

To be successful as our Market Manager of the Farmers & Makers Markets you:

Are a high energy, detail oriented team motivator who has an interest in local food, community service, and are innovative and flexible in your ability to achieve our organization's goals. We look for people who are positive, collaborative, full of new ideas and are motivated to work hard to ensure access to local food in our region and successful, thriving markets.

Skills/Attributes Required

- Class 5 driver's license
- Excellent customer service skills, critical thinking ability and a creative problem solver
- Strong communication skills: able to speak, listen and write in a clear, diplomatic and thorough manner with a variety of stakeholders
- Manage ambiguity well. Adapt to changing priorities and conditions in an agile way, reacting and making well-reasoned decisions calmly, quickly and effectively
- Excellent organizational and time management skills, with the ability to plan and oversee multi-faceted event logistics
- Enjoy and are able to work effectively independently, collaboratively, and with direction
- Are comfortable directing vendors, enforcing market policies, and able to maintain positive vendor relations
- Experience in training and leading small teams
- Strong conflict management skills and ability to negotiate persuasively and achieve consensus amongst differing opinions.
- Have the ability to take an idea from concept to successful execution.
- Physically able to withstand long periods of standing or walking, lifting/shifting 50 lbs unaided and working in all types of weather (we operate in sun, rain and snow)
- Maintain a positive, energetic and professional attitude under pressure

Minimum Qualifications

- A commitment to and belief in shared values with those of our organization
- Experience working or volunteering as part of a team in a fast-paced customer service, community service, restaurant, or special event environment

- Completion of High School, with a preference for post-secondary courses/or experience in any of the following areas: event planning, marketing, administration, management, communications, human resources or community engagement
- Possession of a valid Alberta driver's license and reliable vehicle is necessary, as transporting market signage and audio equipment will be required
- Basic First Aid, ProServe, and/or Food Safety Certification are considered assets

Compensation: 25\$/hour - 35 hour/weeks.

Deadline for Applications: until position is filled

Please email a cover letter describing your reasons for wanting to join our Farmers & Makers Market Team, along with your resume to earthmarketsociety@gmail.com; including **'Market Manager Application'** in the subject line.

We thank all applicants for their interest in this position, however, only candidates selected for an interview will be contacted.

CEMS values diversity and inclusivity, and strongly encourages women, 2SLGBTQIA+ individuals, people with disabilities, racialized persons, and Indigenous Peoples to apply.