



THE ORCHARDS

## Farmers' Market & Event Lead – Temporary/Full Time

### **Description:**

The Farmers' Market Lead will play an integral role on the development and implementation of the Orchards Farmers' Market. This position is responsible for the day-to-day operations of the market, working with market vendors and other stakeholders, both internal and external to the market. In addition, this position works closely with the Club House Customer Service Representatives to support providing the best possible experience for visitors to both the market and the Club House.

The ORA is a not-for-profit corporation whose purpose is to manage, maintain, and operate the ORA amenities. The ORA owns, operates, and maintains a 5-acre park that features a splash park, picnic area, pleasure skating rink, hockey rink, skate change area, and maintenance shop/ office. This park is exclusively for the residents of the Orchards community and has been open since November 2014. The facility is 12,000 square foot recreational facility that will include flex rooms, skate change room, kitchen and offices. Many community events, programs, and activities occur at the Club House – including the Orchards Farmers' Market.

### **Duties:**

Without limiting the generality of the foregoing, the Farmers' Market/Event Lead will be responsible for the following:

### **Administrative Functions:**

- Providing exceptional customer service
- Complete Administrative tasks as directed
- Maintaining accurate, and complete records on the market and vendors throughout the season
- Collect market applications and payments through approved processes
- Ensure all vendors are aware of the current rules and regulations, and communicate with appropriate parties of any changes
- Follow all regulations – both provincial and federal, and ensure all vendors at the market comply
- Ensure all vendors have the necessary documentation (including Food Safety Basics for Farmers' Markets, or appropriate food safety course)
- Correspond with the markets AHS assign Public Health Inspector
- Complete market manager training and Food Safety Basics for Farmers' Markets and *Food Safety Basics for Farmers' Markets* online food safety course before the first market date

### **Operational Functions:**

- Actively recruit vendors to meet the optimal market mix
- Ensure all new and returning vendors complete the application process
- Organize and help facilitate community events and activations for all ages
- Work with the Programs and Events Manager to choose vendors to admit into the market
- Ensure all tents/booths are allocated each week in compliance with the market policy
- Ensure set up of tents is completed before the agreed upon time. Greet vendors when they arrive to their stalls
- Be visible and accessible to vendors and customers during the market day
- Tear down tents and ensure market area is clean and prepared for the Club House for business the next day
- Perform Customer Service Representative roles as required

**Communication and Marketing Functions:**

- Represent the market in meetings with external stakeholders, building positive community relations
- Communicate respectfully with vendors, board members, sponsors, inspectors, other team members, and community members
- Promote upcoming activations and events on our social media
- Initiate media stories on the market using innovative techniques
- Respond positively to ad hoc media inquiries about the market
- Develop and implement promotional opportunities for the market
- Determine best signage set up locations with maintenance foreman
- Actively engage market community using social media platforms
- Respond to market inquiries in a timely manner
- Find and use creative advertising means within approved budget
- Communicate with vendors on a weekly basis about upcoming market dates and booth locations
- Communicate with the Programs and Event Coordinator about all market happenings

Employees are expected to perform these duties with minimal supervision

**Hours of Employment**

Hours of business are Sunday to Saturday, 9AM-9PM. This role is for a Friday – Tuesday week totaling 37.5 hours. Mondays are the market day running in the evening, and are non-negotiable.

The description does not include Special Events or any unforeseen circumstances that may require extra attention and additional hours.

**Qualifications:**

- Excellent communication skills in English, both written and verbal.
- Have own transportation. Clean Driving History
- Ability to build and maintain good relationships with members.
- Capable of enforcing company policy and regulations. Excellent conflict management skills.
- Strong work ethics.
- Must be customer focused.
- Previous experience will be an asset but is not necessary.
- Time management and organizational skills are critical.
- Experience in food services, or previous market experience would be a considerable asset.
- Knowledge of various MS Office tools (Word, Excel)
- Ability to adapt and adjust quickly.
- Physical requirements: able to set up and move tents, weights, tables and chairs. Must be able to stand and walk during the duration of the market.

Wage will commensurate with qualifications and experience. This is an exciting opportunity to be involved in the operations of a unique, and exclusive park and facility with exceptional amenities. If you meet or exceed the qualification requirements, please forward your cover letter and resume (including wage expectations) to:

Jada Tomlinson (programs@orchardsra.ca)  
4059 orchards drive SW, Edmonton AB

Application Deadline: April 10<sup>th</sup>, 2024

Job Type: Temporary/Full-time

Salary: TBD based on experience