



## **Role Description: Membership Sales Coordinator**

### **Job Title and Classification**

**Part-Time (10-20 hours per month), June-October 2018  
Volunteer, Honorarium**

### **About Vancouver Farmers Markets:**

Vancouver Farmers Markets feed people and create community. We are a registered BC non-profit society that supports small farm production, nourishes people and connects neighbours.

Founded in 1995, Vancouver Farmers Markets (VFM) have grown to become one of Canada's leading farmers markets organizations, with 9 weekly markets, 450,000 shoppers per year and annual vendor sales of \$8.5 million. We run farmers markets in Vancouver all year round, including seven weekly summer markets in neighbourhoods around Vancouver, and two weekly winter markets at Nat Bailey Stadium and Hastings Park.

Vancouver Farmers Markets are part of a global movement that's reconnecting people with the land and the people who grow their food. Learn more at <http://www.eatlocal.org>.

### **About the Membership Sales Coordinator:**

Vancouver Farmers Markets' is currently looking to engage a dynamic individual to serve at various markets in summer and fall 2018.

Since 2003, Vancouver Farmers Markets' Membership Program has been a key initiative for fundraising and community engagement for the organization. It is an annual membership plan with 4 levels of commitment that range from \$20-250/year. The Membership Sales Coordinator will focus on new member recruitment and converting existing members to higher levels of membership onsite at the markets. The Coordinator will also work closely with VFM's Community Engagement Coordinator to

provide input for the Membership Sales strategy and seasonal Membership Campaigns throughout the summer and fall.

The Membership Sales Coordinator will be responsible for implementing programs that support the strategic plan of VFM. Fundraising targets shall be determined in coordination with the Community Engagement Coordinator. This position has the goal of helping to strengthen community support and awareness for the work of Vancouver Farmers Markets.

### **About you:**

- ✓ You are proactive, creative, highly motivated and passionate about promoting and supporting local food, farmers, and healthy communities.
- ✓ You are an outgoing individual with exceptional relationship-building skills who can maintain impactful, professional, and pleasant interactions with the public.
- ✓ You are comfortable with approaching members of the public to ask for membership support in busy situations at the markets.
- ✓ You are organized with details while keeping the greater needs of VFM in perspective.
- ✓ Above all, you are committed to achieving the highest standards and exceeding expectations in all aspects of your work.

### **Reports to:**

Volunteer Coordinator, Community Engagement Coordinator

### **Key Tasks and Responsibilities:**

#### **Onsite Market Membership Sales – 2 - 4 markets per month**

- Recruit new Market Members at key markets, particularly at peak times in the season (May-August) on Member Appreciation Days across the season.
- Convert existing members to higher levels of membership (\$50, \$100, and \$250 options)
- Renew lapsed Market Members
- Set up membership station at the market – table, umbrella, signage
- Process payment for memberships
- Track and report on sales metrics

#### **Membership Program Development – ongoing, as needed**

- Work with Community Engagement Coordinator to analyze shopper/member feedback and membership sales reports in order to improve the program
- Work with VFM Community Engagement Coordinator to refine current membership campaigns and initiatives
- Additional administrative tasks available for interested and qualified candidates

### **Qualifications**

- Previous face-to-face fundraising, canvassing, and/or membership sales preferred
- Previous sales experience preferred

### **Skills/Attributes Required**

- Strong personal interest and commitment to VFM's mission and vision
- Outgoing and able to approach and engage the public in discussions about VFM's membership program and the work that it does as a non-profit society
- Comfortable asking individuals to financially support VFM through its membership program
- Goal-oriented, committed to meeting personal fundraising targets
- High level of professionalism
- Excellent written and spoken English
- Able to lift up to 40 pounds
- Able to canvass outdoors, for 4-5 hour stints
- Flexible schedule, available weekends

### **Honorarium** □

There is substantial honorarium set aside for the Membership Sales Coordinator, based on number of months worked within the role. Details to be discussed with qualified candidates.

### **HOW TO APPLY**

Please send a resume and cover letter explaining why they are suited for this position to [volunteer@eatlocal.org](mailto:volunteer@eatlocal.org). The position is open until filled, with the ideal candidate starting in late May/early June. Interviews will be taking place on a rolling basis.