

JOB POSTING

Public Relations Coordinator (part-time) Vancouver Farmers Markets

Are you great at generating broad public and media enthusiasm, interest & support for worthwhile initiatives? The Vancouver Farmers Markets (VFM) operates 5 weekly neighborhood farmers markets in Vancouver, which see about 15 000 people each week on Saturdays, Sundays and Wednesdays from May – October, and a weekly, all-outdoor Winter Farmers Market from November – April. Coordinated by a small staff team from a central office, the award-winning Vancouver Farmers Markets have ranked among Canada's top farmers markets.

VFM invites applications from individuals, or proposals from PR firms, for a part-time Public Relations Coordinator to advance our goals of broadening public awareness about Vancouver Farmers Markets. This will be a part-time contract position to be based on a retainer fee for service and requires availability for some weekend and evening work throughout the year.

Job Duties:

The PR Coordinator will:

1. Create a Public Relations/Communications Plan: Consult with VFM PR committee/key staff to scope VFM needs; establish terminology, key messages; establish annual PR schedule/calendar and media plan
2. Implement Public Relations/Communications Plan: Provide PR for all VFM offerings and special events (eg. Festivals & other on-site special events, VFM's annual dinner fundraiser); maintain annual PR calendar, write & send press releases; develop special interest stories; develop media contacts & set up media opportunities; manage website and blog; provide PR for strategic community outreach/farmers market advocacy campaigns as needed.
3. Over the long-term work will evolve to include supporting VFM communications efforts as identified in the VFM 2012-14 Strategic Plan including, but not limited to: enhancing VFM's "identity" by identifying and disseminating key messages; broaden awareness of VFM's vision and key goals by a wide set of internal & external stakeholder groups (from VFM vendors, to local businesses, to City decision-makers).

Required Skills, Experience & Disposition:

The successful candidate will demonstrate an established network of media contacts in Vancouver plus:

- College diploma or university Bachelor's degree in Public Relations, Marketing/Advertising or Communications
- a minimum of 2 years of experience in/demonstrating public relations, media & public communications development & implementation
- demonstrated excellence in taking the lead to create a PR plan, including providing good analysis/scoping and follow-through with plan implementation
- demonstrated ability to engage new audiences, including non-English speaking
- demonstrated ability to use PR/communications messaging to evoke an authentic, accessible presence (rather than a curiosity)
- website, email newsletter & blog management
- excellent communications skills (written, spoken, phone, internet, in-person)
- creativity & resourcefulness (working with limited budget and human resources)
- excellent problem-solving skills
- high-level organization skills, detail-oriented
- excellence in data and list management; comfort with Apple computers and MS Office suite
- comfort with taking initiative AND working as part of a team

Preferred Attributes:

- Prior knowledge/awareness of farmers markets, especially in Vancouver
- Ability to work from home office with access to own computer

Deadline for applications is **Friday, February 10, 2012 at 4pm**: Email your resume, cover letter indicating your relevant experience and retainer fee for service expectations with "PR Coordinator position" in the subject line to: tara@eatlocal.org. Interviews will be held the week of February 13th, with a tentative start-date the week of February 20th, 2012. Vancouver Farmers Markets thanks all interested applicants, however only applicants chosen for an interview will be contacted.