



Chief Executive Officer Vancouver Farmers Market

The Vancouver Farmers Markets (VFM) is seeking an innovative, inspiring, and business-savvy leader to be its new CEO. This is a unique opportunity to be at the helm of a self-supporting organization with a 25-year history of enabling local food distribution, fostering producers and small businesses, and bringing people together in Vancouver communities.

Founded in 1995 as a non-profit society, VFM has grown to become one of Canada's leading farmers market organizations with nine weekly markets, 470,000 shoppers per year, and annual vendor sales of over \$10 million.

VFM runs farmers markets in Vancouver all year round, including seven weekly summer markets and two weekly winter markets in neighbourhoods across the city. VFM also helps low income families access fresh, healthy food from vendors through the [Fresh to Families Project](#). We operate on the unceded territories of the Skwxwú7mesh (Squamish), Səlilwətaʔ/Selilwitulh (Tsleil-Waututh), and xʷməθkʷəy̓əm (Musqueam) Nations.

VFM is seeking a CEO that will take VFM to the next level of its impact for the local food movement and benefit for small business owners - while positioning VFM as a key influencer and convener for food related policy decisions, advocating for BC producers, with governments, business and the consumer.

The CEO is responsible for providing strategic and managerial leadership for VFM, and will carry out this responsibility by working with the board and staff in establishing a strategic plan in support of the organization's values and mission.

The CEO is also responsible for overseeing all VFM operations, creating and maintaining a culture consistent with the organization's mission and social enterprise model, and executing the operating plan via the staff team.

This is an exciting opportunity for someone passionate about growing the local food movement in BC to help expand VFM's footprint and clearly impact this important sector of the economy.



Key Responsibilities

Organization strategy and operations

- create, plan and implement the 3-5 year strategic plan.
- Hire, retain, and mentor a high-performing, diverse team with a commitment to strong staff engagement, equity, and inclusivity.
- Establish, monitor and maintain appropriate management systems to provide for the effective control of operations and minimize risks.

Financial performance and viability

- Develop and implement a sustainable financial model that will enable effective market operations and grow the reserve fund.
- Manage resource spending and allocation, operating within the approved budget, ensuring maximum resource utilization and maintaining a positive financial position.
- Manage and cultivate new earned income sources for the organization, including with relevant government partnerships.
- Drive fundraising strategies and activities that lead to organizational sustainability and growth, ensuring the engagement of VFM's existing donor base while cultivating new supporters among government, corporate, foundation, and individual funding communities.

External representation

- Serve as the external face of the organization, enhancing VFM's visibility, brand recognition, and credibility.
- Act as a thought leader and advocate for local food systems that benefit the environment, local producers, consumers and communities.
- Be an articulate communicator and build strong strategic narratives. Capitalize on and generate public speaking and written communication opportunities.
- Influence policy and secure funding from political decision makers at the city, park board, school board, provincial and federal levels.
- Build relationships with First Nations communities - especially the Squamish, Musqueam and Tsleil-Waututh Nations.

Governance



- Report to the Board of Directors, and act as the primary point of accountability for the overall strategic and operational success of VFM. In partnership with the board, assure the accomplishment of the organization's vision and strategic goals. Engage board members in the current and future needs of the organization.
- Ensure that the board remains fully informed of all significant matters in a timely and accurate fashion.
- Ensure that the board is able to provide the best counsel and advice possible.
- Ensure compliance by VFM with all applicable laws and regulations and foster ethical and responsible decision making.

Professional Qualifications

- **Executive leadership** – *A minimum of five years of executive leadership experience, with a track record of success scaling organizations in the food, small business, and/or nonprofit sectors*
- **Financial and business acumen** - *Proven ability to design a sustainable financial model and history of managing complex budgets*
- **Ambitious thinker** – *A leader who holds the bold and expansive vision of a local food movement that works for all Vancouverites (and beyond) and can lead an organization designed to architect that change at scale*
- **Broad personal and professional network** – *Ability to activate networks towards mission goals while also integrating with the existing VFM vendors and networks*
- **Strategic thinking** – *Demonstrated success developing a compelling strategic vision for improving outcomes*
- **Critical thinking** – *Ability to translate the VFM vision into an effective, testable, and evolving strategy*
- **Values-driven** – *Alignment with organizational values and operating principles; a demonstrated commitment to diversity, equity and inclusion and the ability to serve as an exemplar for an organization's values and foster an inclusive and respectful workplace*
- **Strategic leadership** – *Ability to communicate our strategy internally and externally to partners, funders, and the public, with the ability to visibly demonstrate leadership and represent VFM in the government and funding communities*



- **Team management** – Proven experience building and managing teams. Have a track record of leading a performance-based culture that motivates employees (and volunteers) to excellence and promotes accountability; capable of recruiting, mentoring, and training VFM staff.

Compensation And Benefits

VFM offers a competitive package that includes extended health benefits, a flexible schedule and an annual salary circa \$80,000.

Equal Employment Opportunity

VFM values a diverse workplace and strongly encourages women, LGBT individuals, people with disabilities, members of ethnic minorities, and Indigenous Peoples to apply.

VFM is an equal opportunity employer. Applicants will not be discriminated against because of race, colour, creed, sex, sexual orientation, gender identity or expression, age, religion, national origin, citizenship status, disability, ancestry, marital status, veteran status, medical condition or any protected category prohibited by municipal, provincial or federal laws.

Deadline for Applications: Friday, March 20, 2020

Please email your cover letter with resume to ceo@eatlocal.org with 'VFM CEO' in the subject line. We thank all applicants for their interest in this position, however, only candidates selected for an interview will be contacted.