



JOB DESCRIPTION: DISTRICT MANAGER

Job Title and Classification:

Full – Time

Permanent

35 hours a week

Salary - \$44 000 - \$46 000, depending on experience

About Vancouver Farmers Market:

Vancouver Farmers Markets (otherwise known as Your Local Farmers Market Society) is about people who love fresh food at festive gatherings. With the initial goal in 1995 to create the fun and value of weekly Farmers Markets in urban settings, the Society and the Markets have become Vancouver plazas of fun, discovery, and connecting. We produce our weekly Markets to create healthy food networks that sustain our land, our community, and our homes.

Vancouver Farmers Markets organizes numerous farmers markets in eight Vancouver neighborhoods throughout the year. Our markets attract over 450,000 shoppers and generate over 10 million dollars in sales annually.

Our organization supports over 250 farmers, crafters, and food producers, who make, bake, grow, or catch the products for sale at the market. Through our work, we help keep over 6,500 acres of BC farmland in production and provide business and employment opportunities for hundreds of people in our local community.

Working for Vancouver Farmers Market means getting to work with a group of passionate, dedicated and approachable people. We pride ourselves on being flexible, energetic, and innovative and cutting edge. People love working for Vancouver Farmers Market because you get the opportunity to make a difference in your community.

Vancouver Farmers Market Employees:

Vancouver Farmers Market Employees care about their community, have an interest in sustainability and local food, and are innovative and flexible in their ability to achieve the organizations goals. We look for people who are positive, collaborative, full of new ideas and who are motivated to work hard to ensure access to local food in our region.



Summary

The role of the district manager is to ensure their assigned markets have the resources and support needed to operate successfully. This includes support in the following areas:

- On-going training and support of market manager,
- Management of budget and distribution of resources among assigned markets
- Maintenance of existing relationships and building of new relationships with market community
- Communication with Operations Manager to ensure ongoing planning and smooth operations

Currently, in all cases, District Managers are also Market Managers for at least one market and emergency backup for all other markets in their district. The role of market manager is to ensure their assigned market operates efficiently. In addition to the above, this includes coordination of:

- Vendor scheduling, booth assignment and collection of fees
- Market set up, tear down and operations
- On-site communication with staff, vendors, customers, and neighbours

Reports to:

Operations Manager

Direct Reports:

Market Manager and Market Crew in assigned district

Key Tasks and Responsibilities

HR Management

- Train, supervise and perform annual performance review for market managers within district
- Hiring, orientation, training and supervision of market crew
- Scheduling and delegating responsibilities to market crew
- Identifying and training of new potential market managers from seasonal staff

Resource Management

- Maintain record of equipment and merchandise inventory
- Ensure equipment is being maintained, and perform basic equipment maintenance based on maintenance schedule
- Identify opportunities to be more efficient with equipment and resources
- Communicate needs for new equipment, significant repairs to Operations Manager

Participant Coordination

- Recruitment, scheduling and retention of Vendors, initially & ongoing throughout the year
- Working with the Operation Manager to cultivate pool of vendors appropriate for market locations



- Support orientation of new vendors
- Planning market day layout of vendors, community tables and buskers
- Collection of vendor fees and ensuring vendor policies are followed
- Community Table, Volunteer and busker program co-ordination and scheduling
- Office “Point of contact” for participants interested in markets in assigned district

Market Operations Support and Communication

- Market set up and tear down
- Managing market money and merchandise sales
- On-site communication with staff, vendors customers, and neighbours
- Updating sales and inventory counts, communicate needs for supplies to Operations Manager
- Troubleshoot market site issues with Market Manager and/or Operations Manager and help find solutions
- Ensure markets are meeting VFM standards for safety, aesthetic appeal and permitted use
- Ensure market special programs (ie. Sponsor activations, coupon program, master gardeners, donation station, etc.) are properly accounted for with space and equipment
- Assist Market Manager in communicating rule violations, follow up paperwork
- Communicate changes in market operations procedures to Operations Manager

Events and Marketing

- Plan for and approve special event plans, manage budget and resources
- Contribute to bi-weekly vendor bulletin and monthly newsletter as appropriate
- Contribute to annual advertising and promotions plan
- Ensuring posters and other marketing material are posted for upcoming events
- Updating social media and event listings
- Communicate district events and new market features to staff at meetings
- Contribute to gaining sponsorships for markets under your supervision
- Contribute to website and social media content pertaining to market events and happenings

Data Entry, Analysis, Meetings and Reporting

- Ensure Market Manager sales reports are up to date
- Provide weekly/bi-weekly updates at staff meetings
- Participate in monthly District Manager meetings
- Report out monthly, quarterly, annually to Operations Manager, Board as needed
- Plan and ensure annual surveys take place at your market locations

Key Performance Metrics:

Examples of key performance metrics include but are not limited to the following:

- Achieving district goals for stall revenue and market profit/loss
- Achieving district goal of booked stalls
- Achieve district goal of number of shoppers per week (if applicable)



- Achieve individual markets merchandise and money market sales goal (ie. Markets within district see 10% or greater increase in overall sales)
- Funds raised balance between +/- \$2.00 each market day
- Markets are fully staffed with market crew
- Market supplies and equipment are well maintained and have less than 10% replacement rate per year
- Connection to community, overall vendor satisfaction (info via vendor survey)

Actual goals for individual markets and districts will be set in consultation with Operations Manager

Skills/Attributes Required

- Ability to manage people and budgets
- Ability to forecast and set goals
- Ability to organize and plan for on site event logistics
- Ability to hire, train and delegate to staff
- Ability to communicate clearly and diplomatically with a variety of stakeholders
- Ability to manage fund of up to \$15 000
- Ability to enforce market policies and contribute to changes to policies via annual review
- Knowledge of event and food safety, either through the completion of Market Safe or Food Safe or both.

Education and Experience

Typically the above skills and attributes can be acquired through the following education and experience (though other education and experience backgrounds will be considered if they meet the above skill requirements):

- Completion of High School, with a preference for completion of a college or university program ideally with courses in any of the following: event planning, administration, management, marketing, communications, human resources or community engagement
- Food Safe Level 1 and Basic First Aid – either currently have or will be able to easily obtain prior to commencing employment
- Experience managing teams of 5-10 people in a service/retail/operations setting
- Experience coordinating events including planning logistics, delegating tasks and communicating with stakeholders
- Experience with cash management of funds of up to \$15 000
- Prior farmers market management experience is a must – candidates with VFM market management experience will be considered strongly
- Experience using vendor scheduling software “Manage My Market”
- Familiarity with AccountEdge, Excel, Word, Adobe Creative Suite, Better Impact, When I Work, G Suite,



- Valid BC Drivers License with clean driving record. Access to a reliable car an asset.

Deadline for Applications: September 18, 2020

Please email your cover letter with resume to randy (at) eatlocal (dot) org with “District Manager” in the subject line.

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