



Fireweed Community Market Society  
220 - 2237 2<sup>nd</sup> Ave.  
Whitehorse, YT Y1A 0K7  
Tel. (867) 333-2255  
www.fireweedmarket.ca

## Outdoor Market Manager Job Description

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| <b>Position Title:</b> Market Manager                | <b>Hiring Date Finalized:</b> April 5th, 2019               |
| <b>Hours of Work:</b> 25 hrs/wk; Wednesday to Friday | <b>Salary:</b> \$24.50 - \$28.00/hr depending on experience |
| <b>Supervisor's Title:</b> Board of Directors        | <b>Type of Work:</b> Seasonal (April - October 2018)        |

### About the Outdoor Market

The Fireweed Community Market Society (FCMS) was formed in 2005 with the mandate of promoting the production and consumption of Yukon products. Since that time, strong community support has resulted in increasing membership and awareness of locally grown agricultural products, locally produced foods using local ingredients, locally grown garden and bedding plants, and locally made arts and crafts. The FCMS delivers two core markets in Whitehorse; the Outdoor Market in the summer at Shipyards Park and 12 Days of Christmas Market in December at the Kwanlin Dün Cultural Centre.

This year, the Outdoor Market will occur from 3-7 pm, every Thursday for 18 weeks, May 16th to September 12th. Approximately 40 vendors sell at the market and draw about 1,000 visitors each market day. The market may also host buskers and other activities throughout the season, such as agricultural and art workshops and special events in partnership with community organizations.

### Summary of Position

The Market Manager is a seasonal position, from Wednesday to Friday, April 15<sup>th</sup> to October 11<sup>th</sup> (26 weeks), with the primary responsibility of the day-to-day operations of the Outdoor Market. This includes preparation, organization, execution, wrap-up, and reporting. The Market Manager is the go-to person for market vendors and consumers, with the support of the Board of Directors. The Market Manager is expected to carry the FCMS phone and check e-mails, however this should be able to be done during working hours.

Preparation for the market will take place on Wednesdays from the FCMS office in Whitehorse, during which time the office will also be open to the public. The Market Manager will be responsible for preparing a market vendor and activities schedule and tracking system. As well as communicating with the public by providing information, taking payments, and being a face of the organization.

On market days (Thursdays), the Market Manager will be responsible for;

1. Ensuring the market trailer is delivered to the market (either with a personal vehicle or by co-ordinating a volunteer), unloading the trailer, and setting up the market with tents, tables, chairs, and signs (noon - 3 pm)
2. Maintaining an on-site presence during market hours and ensuring the market runs smoothly and safely (3 - 7 pm)
3. Taking down and loading the trailer after market closes (7 - 8 pm). Returning the trailer to the FCMS office.

This work will take place outdoors for extended periods of time in all weather conditions and involve heavy lifting and coordination. It will also require supervising the Market Assistant and volunteers, directing vendors to specific locations, collecting fees, using a Square point of sale

(POS) system for vendor and customer payment transactions, attending the FCMS booth, resolving disputes, and answering questions for vendors and consumers.

On Fridays following market day, the Market Manager will be responsible for entering into spreadsheets, the sales and activities of the previous day, taking note of any damaged equipment that needs repair or replacement. The Market Manager may also be required to help plan, execute, and track the progress of special market events with the assistance of the Board of Directors or other member volunteers.

### **Principal Activities and Responsibilities**

- Work with the Board of Directors to manage the 2019 Outdoor Market.
- Deliver, unload and load the trailer for set-up and take-down each market. This will involve heavy lifting (tents, tables), periods of standing and walking, and coordination of Market Assistant and volunteers.
- Ensure that each market vendor has paid their respective fees.
- Accurately enter and monitor the sales made on behalf of the FCMS and vendors.
- Attend the FCMS booth.
- Work independently to problem solve in unpredictable situations and know when to ask for assistance.
- Represent the FCMS to the public in a professional manner, understanding the FCMS mandate and Outdoor Market Rules and Guidelines.
- Know and tactfully enforce the Outdoor Market Rules and Guidelines while encouraging vendors to work collaboratively and positively under these guidelines.
- Promote the market on behalf of the FCMS by regularly posting photos and videos on social media and communicating with the Board of Directors on promotional leads.
- Network with vendors and consumers to foster a friendly atmosphere, collect feedback on market activities and opportunities for improvements, and report to Board of Directors on findings.
- Work with the Board of Directors, event leaders, and Shipyards Park staff to ensure that each special event is delivered on schedule.
- Deliver an outdoor market report for the Board of Directors and prepare funding reports at the end of the outdoor market season.

### **Qualifications**

- A strong communicator and decision-maker in order to enhance the supportive and friendly nature of the Outdoor Markets, while ensuring the Rules and Guidelines are followed.
- Work independently and problem solve with ease.
- Work under pressure to meet a defined schedule.
- Strong organizational, record-keeping, and people management skills.
- Knowledge of computers and software including;
  - Microsoft Office Excel, Word
  - Google Documents
  - Facebook and Instagram
  - MailChimp email program
  - GoDaddy website editor
  - iPad running the SQUARE POS system
  - \*Note: some training may be available on the use of computers and software mentioned above
- Lift and move heavy loads of up to 25 kg.
- Use of a personal truck to haul the market trailer to and from each market. (This may be done by a member volunteer, but needs to be co-ordinated by the Market Manager.)
- Valid driver's license.

### **How to Apply**

- To be considered for this position, please email a cover letter and resume stating why you should be considered.

- Email applications to Board of Directors at [info@fireweedmarket.ca](mailto:info@fireweedmarket.ca) by Monday, March 25, 2019.
- Please indicate if there are any Thursdays between May 16 and September 12 where you would not be available to attend the market.

Thank you to all who apply. Only those applicants chosen for an interview will be contacted.

Sincerely,  
Board of Directors  
Fireweed Community Market Society