

Memorial Centre Farmers' Market, Marketing Manager

Position Description

Responsibilities include market promotion, graphic design, sponsorship & community partner programs, media relations, and event promotion. Maintains, populates and edits website. Occasionally replaces market operations manager for vacation days. Reports to the FMAK board, regularly via Operations Manager.

Specific Responsibilities

- Promotion
 - Oversees design of promotional materials,
 - Ensures publication in print & online media, (*articles, advertising, events calendars, business listings*)
 - Maintains social media presence, (*Facebook, Instagram*)
 - Maintains populates and edits website. (*Wordpress*)
 - Public relations and media contact as assigned by FMAK Board
- Sponsorship program development and management
- Community Partner recruitment
- Attendance at the market at least twice a month to get to know vendors and their products to create content and take photos
- Provide support for special events as needed
- Covers for Operations Manager as required
- Works within and keeps track of the marketing budget

Knowledge, Skills, and Abilities

- Excellence in time management and recordkeeping
- Digital media & Graphic design (*Posters, Flyers, Infographics, Coupons, Signage etc*)
- Targeted Client recruitment
- Local food knowledge / Market research capability
- Responsible and versatile
- Good decision maker
- Solid interpersonal skills
- Public and Media Relations
- Able to set and meet promotion targets, provide reports
- Able to set and meet marketing targets, provide reports
- We will consider applications from those who do not yet possess all the required experience/skills. Most importantly, applicants must be keen to take initiative on developing their promotions and leadership skill sets.

Hours & Remuneration

- \$25/hr
- \$1050/month \$12,600/year
- Hours to be tracked, reviewed and revised after 6 months
- Weekly hours range 8-20hrs per week depending on season/scheduled special events but on average 10 hours/per week

Please send applications to Emma at info@memorialcentremarket.ca. Applications are being reviewed on an ongoing basis.

