Center for Sustainable Food Systems

Position Title: Farmers’ Market Management Assistant

Background

Located on unceded Musqueam territory, the Centre for Sustainable Food Systems (CSFS) at UBC Farm is a unique research center that aims to understand and fundamentally transform local and global food systems towards a more sustainable, food secure future. The CSFS at UBC Farm is a living laboratory committed to finding solutions to both local and global challenges facing food systems sustainability and translating solutions to improve personal, community, and environmental health.

The Land & Food Systems Career Development Course aims to engage UBC students with their local food system and create opportunities to experience the working environment of a food sustainability focused organization. Students work alongside food systems practitioners and faculty to increase their understanding and knowledge of food systems work, from organic agriculture to food production methods, food-focused community engagement, and business management.

The UBC Farm’s multi-vendor Saturday Farmers Market aims to support the local food economy and increase food sustainability literacy within the UBC campus and broader Vancouver community. The market sees up to 1100 shoppers each Saturday and hosts up to 30 vendors and food trucks selling, in addition to UBC Farm produce, mushrooms, prepared food, baked goods, food and beverage service, and crafts. The role of the Farmers Markets Assistant(s) will be to assist the market team in managing and running the market as a whole. This includes assessing shopping experiences and needs, consulting with vendors, shopper incentive programs, marketing and promotion, and supporting the market set-up, take-down, and general operations. The Farmers Markets Assistant(s) will have the opportunity to gain skills in local food marketing and sales, farmer’s market operations, operational management, networking, sustainable food literacy, program design and delivery, marketing and promotions, data collection and analysis, and community engagement.

Students are expected to enroll in the Career Development Course (LFS 496 - 3 credits) twice: once in the Summer semester and once in Winter 1 semester. At the end of the 26-week program, students will be eligible to receive course credit towards their UBC degree.

Duties

The Farmers Market Assistant(s) will work alongside the market team on the following tasks:

- Plan activities for the market season
- Support management of the market and its 70+ vendors
- Provide outreach and education to the community about sustainable food systems
• Support Saturday Market set-up, take-down, and general operations
• Help with Saturday Market promotions and marketing
• Consult with shoppers and vendors at the Saturday Market about their experiences
• Develop surveys, collect data, and collate results from shoppers and vendors throughout the market season
• Analyze information gathered from the current and past seasons and provide recommendations for improvement/development

Preferred Qualifications
• UBC student eligible for LFS 496
• Basic understanding of qualitative research methods
• Comfortable speaking with members of the public
• Passionate about and interested in local and sustainable food systems
• Capable of using Excel to collect and organize data
• Comfortable using social media for project updates
• Willingness to learn and desire to gain research experience
• Ability to work both in a team and individually

Position Details
• May to December 2020
• 6-9 hours/week
• Saturdays June 1 to November 30
• Flexible schedule for hours during May
• This is an unpaid, for-credit placement

How to apply
• Apply by submitting one Adobe PDF document combining a cover letter and résumé. Along with your resume please write a brief letter (max. 500 words) outlining which position you are applying for, and what you hope to gain from such an experience or how you feel this experience would contribute to your overall learning and education at UBC
• All applications should clearly refer to “UBC Farm Farmers’ Market Assistant"
• Email: Carissa Kirk, ubcfarm.market@ubc.ca
• Applications deadline March 15, 2020
• Please no phone calls
• More information about the Centre for Sustainable Food Systems at UBC Farm can be found at ubcfarm.ubc.ca