



# Fresh Roots Urban Farm Society

Position Title – Good Food Distribution Coordinator

Application Deadline: April 22<sup>nd</sup>, 2015

## Good Food For All

**Everyone should have access to healthy food, soil, and community.**

We enact this vision by cultivating engaging gardens and programs that catalyze healthy eating, ecological stewardship, and community celebration. Fresh Roots stewards two ½ acre schoolyard market gardens on school grounds in the heart of East and South Vancouver. The food we grow is eaten in local school cafeterias, various Neighbourhood House food security initiatives, and by neighbours. Our fields are hands-on learning classrooms; engaging school communities and residents of Vancouver in addressing food security, community health, and vocational skills development.

## The Position

The Good Food Distribution Coordinator (GFDC) is a sales and marketing position. The primary focus of the position is to:

- Expand sales at our weekly market,
- Increase sales to current clients,
- Develop new sales relationships.
- Ensure customers receive product and are satisfied.

Ultimately, the GFDC ensures that healthy, local, sustainably grown produce is sold right back into the community through our varied sales channels: Good Food Markets, weekly Salad Boxes, cafeterias, restaurants, and food security programs. Their work will focus on the following tasks:

- **Coordinate Good Food Sales**
  - Host Good Food Market
    - Increase awareness of Good Food Markets
    - Manage Good Food Market, including volunteers, food tastings and demonstrations
    - Develop and implement customer relationship tools (loyalty cards, gift cards, regular communications)
    - Mentor youth volunteers at the distribution sites
  - Work with cafeterias to ensure purchase and delivery.
  - Engage with current clients to sell Good Food.
  - Bring on additional clients.
  - Prepare and deliver produce.
  - Collect feedback from all participants, and make program changes accordingly.
- **Manage Good Food communications**
  - Supervise the design of flyers and share with community.
  - Promote Markets, sales to existing Good Food customers, and generate new clients
  - Promote partners and community surrounding Good Food.
  - Liaise with schools, neighbourhood houses, and program staff to increase awareness of Good Food Markets
  - Coordinate Salad Box mailings, information, and delivery.



## Required Qualifications

This is a Canada Summer Jobs position, candidates must be between 15 – 30 years of age, be registered as a full time student in the previous academic year and intend to return to school on a full time basis in the next academic year. In addition, candidates must have/be:

- Experience in retail and sales and/or experience working in food service (line cook, chef, purchasing)
- Experience in program development and coordination
- Physically fit to work outdoors in all conditions
- Willing to learn and have a desire to gain hands-on experience
- Able to communicate with diplomacy and respect with people of all cultures, ages, and backgrounds
- Familiar with small-scale agricultural production
- Able to pass a criminal background check and has a driver's licence

## Position Details

This position is contingent upon funding through Canada Summer Jobs.

- Begins May 4<sup>th</sup>;
- Ends August 28<sup>th</sup>
- \$12/hr – 32hrs / week + commission

## How to Apply

E-mail a short cover letter (500 words) and resume (in **one** document) to [scott@freshroots.ca](mailto:scott@freshroots.ca) with your name and the name of the job position in the subject.

Your cover letter should address the following:

- Why you are interested in the position.
- What experiences do you have that support your application (i.e. previous retail experience, experience working with chefs etc.)?
- Why do you want this position at Fresh Roots?
- What do you hope to gain from such an experience; how do you feel this experience would contribute to your overall learning and education?
- What specific interests or areas you would like to learn more about?
- Do you have a valid driver's licence.

Applications must be received no later than April 22nd. Review of applications and interviews will begin immediately upon reception. We regret that due to the high volume of applicants only those selected for interviews will be contacted.

Fresh Roots hires on the basis of merit and is committed to employment equity. We encourage all qualified persons to apply.

