# JOB DESCRIPTION

**Position Title:** Farmstand Events Coordinator  
**Term of Office:** May 1 – October 31  
**Supervisor:** Farmstand Director  
**Remuneration:** Volunteer  
**Hours of Work:** 8 hours per week (minimum)

## General Scope of Duties
The Farmstand Events Coordinator will be responsible for planning and executing various Farmstand events.

## Major Duties and Responsibilities

<table>
<thead>
<tr>
<th>Category</th>
<th>Percent</th>
<th>Specifics</th>
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</thead>
</table>
| **Supervisory Programming** | 35%     | - Responsible for promoting the Farmstand ideal through events  
| Function                  |         | - Act as primary point of contact for Farmstand events  
|                           |         | - Facilitate event planning, execution, and event closing duties  
|                           |         | - Book space for events as necessary  
| **Financial & Budgeting** | 5%      | - Work with the Farmstand Director to ensure that event budgets align with the Farmstand service budget  
| Function                  |         | - Retain financial information to receive reimbursement from the Director  
| **Communications**        | 25%     | - Ensure website is updated regularly with upcoming events  
| Function                  |         | - Respond to general event inquiries  
|                           |         | - Work with other campus and MSU partners (ex. SCSN) to promote events to students, staff, faculty and community  
|                           |         | - Communicate with any party involved in a planned event  
|                           |         | - Communicate any events to students by working with the Director and Promotions Coordinator  
|                           |         | - Work with the Volunteer and Community Relations Coordinator to oversee staff and volunteer participation in events  

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- Communicate information to the Farmstand executive to ensure smooth operations

<table>
<thead>
<tr>
<th>Advertising &amp; Promotions Function</th>
<th>35%</th>
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<tbody>
<tr>
<td>• Create a promotional plan outlining special events</td>
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<tr>
<td>• Coordinate a consistent brand to all Farmstand material</td>
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<tr>
<td>• Create a social media presence (event)</td>
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<tr>
<td>• Assist Promotions Coordinator in executing event promotional plan</td>
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<tr>
<td>• Ensure the Farmstand presence is known throughout the year, even when the market does not run</td>
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<table>
<thead>
<tr>
<th>Other</th>
<th>5%</th>
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<tbody>
<tr>
<td>• Other duties as assigned by the Farmstand Director</td>
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<tr>
<td>• Provide feedback on the service experience</td>
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<tr>
<td>• Attend executive meetings as scheduled</td>
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**Knowledge, Skills and Abilities**

- Organizational and time management skills
- Leadership and supervisory skills
- Public relations skills, experience in advertising
- Strong knowledge of or interest in sustainable eating and local foods is an asset
- Creativity
- Excellent written, interpersonal and oral communication skills
- Excellent team work abilities are an asset

**Effort & Responsibility**

- Judgment required to make good human resources
- Responsible for the supervision of paid and volunteer staff members
- Responsible for raising awareness of sustainable eating through events, campaigns and everyday stand operations
- Effort required to gain knowledge of and liaise with on- and off-campus resources related to sustainable eating
- Responsible for maintaining an appropriate and positive image of the MSU

**Working Conditions**

- Time demands may exceed stated hours of work
- This position involves working closely with the rest of the executive team in a positive, supportive, and productive environment
- Work is performed in a shared office space and from home

**Training and Experience**

- Participation in the annual MSU Management Trainings is mandatory (provided)
- Previous experience with planning events an asset
- Previous experience in and/or a passion for sustainable eating an asset
- Previous management/supervisory experience an asset
- Completion of the Hamilton Food Handling Safety Course (provided)

**Equipment**

- Computer in shared office workspace
- Meridian telephone system