



Ucluelet Chamber of Commerce is looking for a **Market Manager** to run Commongroundmarket.ca.

Salary: \$24.75/hr

Work Hours: 35hr/week, 52 week contract

Start Date: May 3rd or 10th, 2021

Location: Ucluelet or surrounding coastal communities (potential to work from home or at the office, but must live on the coast)

Application Deadline: April 26th 2021

Description:

The Market Manager will manage the daily operations of Common Ground Market, helping establish vendors, market the site and develop the next stage of the project (which includes workshop/training offerings, service provider category & expand vendor reach to all of Alberni Clayoquot Regional District). They will also work on developing business and marketing strategy for the future of the program.

The project:

Common Ground Market, a Ucluelet Chamber of Commerce initiative, is a multi-vendor online marketplace with a mission to support emerging and established makers of the coast by helping make their work readily available across Canada. Since e-commerce can be daunting, Common Ground Market is meant to support artisans, non-profits and small businesses of the coast access an online platform with one-on-one support and guidance.

Reporting to the Executive Director of the Ucluelet Chamber of Commerce, the Market Manager's primary responsibilities are:

- Daily operations of the market
- Vendor support for shop setup and maintenance
- Vendor outreach
- Collaborate with multiple communities to identify, establish and maintain partnerships
- Primary liaison with web developers
- Work with Executive Director to Launch Phase 2 of Common Ground Market (workshop/training offerings, service provider category & expand vendor reach to all of Alberni Clayoquot Regional District)
- Manage social media pages, including Facebook and Instagram

- Develop and execute a strategic approach to increasing the awareness, reach and use of Common Ground Market through marketing, communications and outreach pathways
- Gather market insights through Google Analytics and other pathways to inform marketing and communications activities.
- Grant writing, reports and development of revenue streams based on goals and objectives.

Market Manager Qualifications / Skills:

- Hold a university degree in marketing/communications, and/or 3+ years of experience in a coordinator role, with a marketing background
- Working knowledge of Word Press
- Experience managing or working with multiple service providers simultaneously
- Experience managing social media for a business
- Experience working in small, remote communities
- Understand, communicate with, and effectively interact with people across cultures
- Fluent in English, spoken and written
- Take initiative and can work independently
- Willing to take on any task as assigned by the Executive Director
- Creative problem-solver, enthusiastic and collaborative

The Ucluelet Chamber of Commerce is a growing organization whose mission is to promote trade interest and community welfare. We constantly strive to meet the needs of the business community and foster a prosperous and healthy local economy. We're looking for someone who is excited to join our small team and help us grow. This position will allow the right person to support many makers and businesses of the coast, while using their initiative and creativity to challenge themselves.

If you feel you have the qualifications and would be an asset to our team, please send your resume and cover letter to Laurie Filgiano at chamberoffice@uclueletinfo.com by April 26, 2021.