



Employment Opportunity:

Food Arts Nature Project Coordinator

Work Term:

- April 1, 2022-March 31, 2023
- 40 hrs/week

Wage/Hours:

- \$20/hr
- Flexible Hours

Summary:

The role of the Food Arts Nature Project Coordinator will be to provide coordination and supporting roles in all aspects of a one year Food Arts Nature project that will develop 16 visitor experiences about Food, Art and Nature in partnership with the Wolfville Farmers' Market (WFM), the Blomidon Naturalists Society (BNS), and Earth Rhythms. This project is helping to build storytelling capacity in the region, train participants about Experiential Tourism, and develop new visitor experiences.

These experiences will be developed on WFM farms with various agricultural producers, with community artists and other makers. It will involve working with regional residents, landowners, naturalists, and storytellers who are interested in sharing their story as a new revenue-generating visitor experience. It will provide opportunities to scan and identify various nature-based settings, trails, parks, farms and publicly accessible areas for opportunities to conceive and stage these new visitor experiences in four seasons.

The project coordinator will work closely with Earth Rhythms as Project Manager and the Project Management Team from WFM, BNS and Earth Rhythms. They will also work in various capacities with the farmers, artisans, makers, chefs, community residents, and naturalists developing the experiences under the coaching of Celes Davar of Earth Rhythms.

This is an opportunity for someone who is passionate about food, art, nature and community, and especially the relationship between people and place. It is also an opportunity for innovation, community building, and entrepreneurship through the lens of community-based Experiential Tourism development.

It is for someone highly organized, creative and professional, has project management experience, and excellent interpersonal communication skills.





Responsibilities:

The project includes coordinating and pulling together all aspects of the project including:

- working with stakeholders to identify the stories to be told;
- identifying and assisting with selection of participants;
- organizing the logistics, invitations and scheduling of workshops, meetings, gatherings, and other sessions as required;
- working with sub-contracted firms or people to provide creative input, and assist with logistical support or planning;
- working with Marketing Teams, sub-contracted firms, and coordinating requirements between Marketing and Experiential Tourism Participants;
- working with (coordinating, writing, providing input) into website landing pages, ecommerce sales platform, and online visitor experience platforms to develop Landing Page;
- coordination between all Partners in the project;
- direct support to the WFM and BNS organizations with input into programming, writing, and undertaking other project related responsibilities;
- experiential Tourism Program Development with WFM and BNS and community experience partners;
- planning and development of a financially sustainable annual SEED event at the WFM;
- media Launch (Communications, writing, coordination).

Qualifications and Skills Required:

- Project Management Experience
- Comfortable using and learning new Software, online systems and platforms, and is functional with both written and video based online communication
- Able to work in a self directed manner as well as part of a team
- Demonstrated professionalism, dependability, and attention to detail
- Demonstrated oral and written communication skills and conflict resolution skills
- Demonstrated planning, organizational and time management skills





Relevant Experience and/or Knowledge (Desirable):

- Event management experience, and/or
- Storytelling, songwriting, performance, and/or
- Knowledge of ecology, culture, cultural traditions and local history, and/or
- Teaching, facilitation, or training others.

Physical Environment:

- Able to comfortably attend and participate in Farm/Nature experiences in all seasons.
- Works from home office with access to high speed Internet.
- Owns and operates a personal computer (laptop) and cell phone with phone/data plan.
- Has driver's license, and owns and operates personal automobile, with insurance. Travel to various meetings, farms, public areas and other locations is involved.

How to Apply:

Please provide a Cover Letter which explains why you want to be the FAN Project Coordinator, and why you are well-suited for this opportunity, as well as your Resume with relevant qualifications, and three references included by April 1, 2022. Please email to the following three email addresses:

manager@wolfvillefarmersmarket.ca (Kelly Marie Redcliffe, Wolfville Farmers' Market Coop)

celes@earthrhythms.ca (Celes Davar, Earth Rhythms)

soren@bondrup.com (Soren Bondrup Nielsen, Blomidon Naturalist Society)

