

RURAL AGRI-INNOVATION NETWORK (RAIN) MARKET DEVELOPMENT COORDINATOR

The Rural Agri-Innovation Network (RAIN), Sault Ste. Marie Innovation Centre (SSMIC) and NORDIK Institute (Algoma University) are seeking a qualified individual to work with a diverse group of stakeholders to facilitate market development and technology adoption to benefit the food and farming sector of Algoma. The individual will implement an online marketing platform called Algoma Table for connecting food and farming businesses (including restaurants, caterers, retailers, processors, wholesalers, food producers and farmers).

Duties: Reporting to the RAIN Research Project Coordinator, the candidate will work for a 6 month duration. The Market Development Coordinator will train food and farming businesses on the usage of the online software platform and will administer its use, which will include inventory control, establishing delivery zones, and quality control. In addition, the position will assist in marketing the platform to food and farming businesses.

Responsibilities:

- Coordinating the Algoma Table online marketing platform:
 - Training food and farm businesses on the usage of the Algoma Table platform
 - Monitoring financial transactions on the online platform to ensure security
 - Solving technical issues with internal staff and third-party software providers
- Marketing the Algoma Table online platform:
 - Develop promotions for the launch of the Algoma Table platform
 - Marketing the online platform to food and farm businesses by sending out email campaigns and social media that reflect activity on the platform
- Report on the use of Algoma Table to RAIN and its stakeholders:
 - Summarize a final report on the use of Algoma Table with recommendations
 - Report to funding agencies on the use of Algoma Table
 - Present the final report at a related food and farming conference to share results

Skills preferred

- Experience working in the food service industry or working in agriculture
- Possess excellent team and personnel management abilities, organizational and oral/written communication skills and be capable of working with little supervision
- Work ethics and personal attitude will rate highly in selection of the successful candidate
- Public speaking
- Experience at utilizing web-based eCommerce technology would be an asset

Qualifications:

- A diploma or degree in a related field, including but not limited to Community Economic & Social Development, Communications & Public Relations, Marketing & Business, Agriculture or Culinary Arts.
- Training or experience in agriculture or culinary arts will be considered an asset.

This is a 5 month position with a wage of \$17.50/hour. The coordinator will be required to undertake some field travel and must have a valid driver's license and access to a vehicle. The individual will be expected to work some evenings and weekends.

To apply, please forward a cover letter and resume to:
David Thompson, RAIN Research Project Coordinator
Sault Ste Marie Innovation Centre
1520 Queen St. E. Sault Ste Marie ON P6A 2G4
Tel: 705-942-7927 ext 3027

Email: careers@ssmic.com

Application closing date 4:00 pm, May 29, 2015. Tentative Start Date, June 8th, 2015.
