

Leadership Team role

Canton Farmers Market - Volunteer Coordinator

Position Title: Volunteer Coordinator, Leadership Team

Position Type: Volunteer, Part-time

Term Period: January - November

Mission and Organization Information

The Canton Farmers Market is a 501(c)(3) nonprofit organization that seeks to build community by supporting local farmers and food producers, fostering meaningful connections, and promoting education and access to fresh, healthy food for all in a welcoming gathering space.

The Canton Farmers Market is primarily volunteer-led, with day-to-day efforts managed by the Leadership Team, which includes the paid position of Market Manager and Assistant Market Manager.

Position Summary

The Volunteer Coordinator is responsible for recruiting, organizing, and supporting volunteers who help make the Canton Farmers Market a vibrant, welcoming, and well-run community space. This role serves as the key point of contact for volunteers and ensures each market day is staffed effectively, with volunteers feeling appreciated and empowered.

Responsibilities

Recruitment & Outreach

- In collaboration with the Market Managers,, identify volunteer needs for each market season.
- Maintain existing and foster new relationships with community organizations like National Charity League, Canton High School, Blue Hills Regional Technical School, Norfolk County Agricultural School, Boy Scouts, etc. to recruit new volunteers.
- Promote volunteer opportunities through social media, local schools, community groups, and the Canton Farmers Market website.
- Attend community events as needed to recruit new volunteers.

Scheduling & Communication

- Create and manage a volunteer schedule for weekly markets and special events.
- Send regular reminders, updates, and instructions to volunteers.
- Coordinate any last-minute replacements when volunteers cancel or unexpected needs arise.

Volunteer Orientation & Training

- Develop and deliver orientation materials and day-of instructions.
- In collaboration with the Market Managers, train volunteers on tasks such as set-up/break-down, customer assistance, vendor support, kids' activities, etc. and expectations around being a representative of the market.

Recognition & Retention

- Build a positive and inclusive volunteer culture.
- Maintain and order any volunteer merchandise.
- Organize volunteer appreciation efforts (e.g., thank-you notes, end-of-season celebration, recognition on social media, etc.).

Other

- Attend virtual bi-monthly leadership meetings in the spring, and virtual weekly leadership meetings April-October.
- Actively participate in discussions, decision-making, and strategic planning.
- Serve as market ambassador, representing and promoting the Canton Farmers Market locally and throughout the broader community.
- Attend the market in your capacity as a Leadership Team member at least twice a season to engage with shoppers, vendors and volunteers in order to maintain a pulse on the market.

Preferred Qualifications

- Strong community building, organizational and people skills.
- Friendly, positive communicator with the ability to motivate and empower others.
- Familiar with Google Sheets and Google Forms.
- Adaptable, reliable and able to work independently.
- Experience working with volunteers or in a leadership capacity.
- Passionate about supporting local agriculture, small business development, expanding food access and/or environmental sustainability.

Time Commitment

This role requires 10-15 hours a month time commitment during prime planning and active market season (January-November).

Benefits of Serving

- Directly contribute to the growth and success of your local farmers and small businesses!
- Build meaningful relationships within your community.
- Maintain one of Canton's most welcoming, family-friendly, community-minded spaces.

How to Apply

Interested individuals should submit an application at <https://www.cantonfarmersmarket.org/get-involved/jointheteam> by October 1, 2025.