



Project Lead, BC Fruit Works

Posting closing date: Jan 27, 2023

BC Fruit Works is the NEW BC agriculture industry initiative built around attracting “Branch Hands” to work in British Columbia orchards and vineyards. We’re interested in innovative ways of seeking seasonal employees using positive branding, social media, new technology, and great communications.

We are seeking a dynamic, self-motivated contractor to coordinate this program for BC orchards and vineyards. Ideally, our preferred candidate will be well-rounded: possess good knowledge of computer programs and social media platforms, have strong communication skills, and be highly organized. This is a ten-month, full-time contract that allows work from home. Work will start as soon as possible.

This job has many facets, and you won’t be bored. We welcome you to apply today!

Contract: Feb 3 – Dec 8, 2023. \$38/hour with reimbursement for work-related mileage and reasonable expenses. As a contractor, we expect you to have your own office equipment.

Hours of Work: This is a term contract that will run until harvest is almost complete in BC orchards and vineyards. We anticipate approximately 10 months of employment ending early December. The contract is goal-oriented, expect a 35-hour work week with some flexibility in how those hours are scheduled. There is possible occasional weekend work. The workload will be steady February to June with planning and marketing. From July through Sept labour coordination will be the main focus, with continued communications and liaison with other contractors and the agriculture industry steering committee. Work tapers off into the autumn as the contractor conducts a review of program challenges and successes and fulfils final reporting requirements in addition to assisting with ongoing job matches.

Location of Work: Work from your air-conditioned home office, your deck, or from any location with internet access. There will be some local travel involved, so the successful candidate should be based in the Okanagan valley, preferably the South Okanagan. If you are the right person for the job, we will do our best to accommodate you.

Reporting Structure: BCFW is an innovative collaborative initiative: The BC Grapegrowers Association is the contract administrator; the enthusiastic BC Fruit Works committee oversees the project, consisting of representatives from the orchard and grape industries as well as the BC government. The committee will provide guidance and you will learn from each of us, as we all oversee different aspects of this project.

Job Description: This position involves a number of different activities involved in informing and signing up producers to the scheduling software, and attracting and scheduling Branch Hands for temporary employment in BC orchards and vineyards. This includes potential employees from other parts of Canada, and from right here in our orchard communities. Some specific areas of focus include:



BC Fruit Works

Project Coordination

- Foster a respectful and inclusive environment with the BC Fruit Works team, employers, and Branch Hands
- Carry out planning and budgeting activities
- Participate in regular BC Fruit Works meetings
- Liaise with other project contractors and provide cohesion
- Write quarterly written reports
- Write funding requests (if needed)
- Maintain records of work completed and expenses incurred

Marketing

- Oversee website development and content development
- Oversee social media campaign in Eastern Canada (contracted out)
- Develop and implement BC Fruit Works social media campaign in BC
- Implement marketing campaign: send emails, place informational posters, conduct presentations to industry organizations, staff information booths, etc.

Labour Coordination

- Book seasonal orchard and vineyard employees (“Branch Hands”) using Crew Driver scheduling tool
- Liaise with potential tree fruit industry employers by email/phone/text to gather information about job openings that need Branch Hands to fill them
- Manage front line communications with employers and Branch Hands
- Track user statistics
- Maintain up-to-date roster lists of program participants - employers and employees
- Maintain updated list of employers’ job requirements and job descriptions for all positions
- Identify areas of improvement in BC Fruit Works operations, including strategies for efficiency in data entry and communication
- Represent the BC fruit industry with a positive and friendly attitude!

Desired Qualifications:

- Exceptional oral and written communication skills
- Proven management skills
- Customer service orientation
- Detail oriented and well-organized
- Good time management
- Ability to work independently
- Tech savvy and willing to learn new things (some training will be provided)
- Ability to speak/read/write in French or another language is an asset.

Eligibility - Candidates will be assessed on the following criteria:

- Legal eligibility to work in Canada
- Education and/or experience in a field such as business, communications, community development or other similar discipline.
- Ability to compose written communications in a professional manner
- Experience setting priorities and scheduling tasks



- Enthusiasm for the job of helping growers harvest top quality crops and matching people with summer jobs they'll love
- Valid Drivers license and access to a reliable vehicle is an asset

To apply:

Please send your resume and cover letter by email to Tyrion Miskell, Executive Director of the BC Grapegrowers Association at jobs@bccherry.com. Use the words "BCFW Project Lead" in the subject line. Please describe how you meet the eligibility requirements and what you can offer in this position.

We understand that experience and qualifications may look different for everyone and a person who is the perfect fit for this job may be someone who doesn't tick all our boxes. If this job description is of interest to you, and you think you can impress us, we encourage you to apply. We welcome applications from equity deserving groups and diverse experiences including, but not limited to Indigenous people, racialized people, people with disabilities, and members of the 2S/LGBTQIA+ community.