



## **Communications & Media Coordinator** **Full-Time, Permanent (1-2 Positions)**

*Harvest Manitoba's vision is a Manitoba where no one goes hungry. We are the largest food distribution network in Manitoba, relieving hunger and promoting access to healthy food for people in need.*

As a key member of the Marketing Communications team, you will play a central role in shaping our future success. Through effective communications, you will connect, engage, and inspire people across the province to give food, time, money and in-kind products and services, and to advocate for those in need.

**Reporting to:** Director of Marketing and Communications

### **Duties:**

#### **Overall Scope**

Working with the Team, you will triage all communications deliverables /requests for the organization; write and create content associated with those deliverables / requests; and coordinate Media Relations efforts.

Major Communication Areas:

- Brand Connection and Engagement Campaigns
- Fundraising Campaigns | Signature Events
- Community Food and Fund Drives
- Corporate Partnerships
- Volunteer Recruitment
- Advocacy
- Programs and Services

#### **Communications Triage**

On behalf of the Team, you will keep track of all our communication deliverables and requests by internal and external stakeholders including Media. This includes:

- Develop and maintain the annual communication calendar (separate from the digital calendar), recording all initiatives, projects, campaigns, holidays etc. to ensure that all communication deliverables are on time and on budget.

- Work with internal stakeholders to determine and catalogue communication requests, noting objectives, materials, timing, budgets etc.
- Working with suppliers as needed to obtain quotes / track production deliverables.
- Work with businesses in the community to provide /approve promotional materials, and support initiatives to raise food and funds for Harvest.
- Ensure systems are in place and fully utilized to track, execute and report on all Team deliverables utilizing Google Drive, Docs and the Public Drive Folder/Filing Systems.

### **Media Relations**

- Manage day-to-day media relations/media requests for brand and organizational issues.
- Collaborate with subject matter experts in a timely manner to determine appropriate media responses via various channels; coordinate the appropriate spokesperson and location for interviews.
- Develop written materials including press releases, Q&A, media standby statements on brand and corporate issues as required.
- Build relationships with key media contacts and identify opportunities to proactively pitch brand and corporate stories through social media outlets as appropriate.

### **Content Lead**

- As an effective communicator, you will promote the organization to key target audiences in various sectors and geographic locations within Manitoba by writing high engagement content for a variety of media that reflects our brand's voice.
- Interpret and translate creative briefs into persuasive copy concepts, with graphic direction for a variety of media channels.
- Work with the Digital Advertising Specialist to storyboard, shoot and edit images and video to create engaging content that tell the Harvest story across all media channels.
- Work both on and offsite as needed to cover events and to tell the stories of our clients, donors, volunteers, and the Harvest CREW.
- Take the lead on several communications initiatives including the monthly electronic newsletter, food and fundraising initiatives, signature events.
- Provide Communications support for approved third-party campaigns, including radiothons.

### **Qualifications | Requirements:**

- Post-secondary education in Communications, Creative Communications
- 3-5 years' experience in a similar communications position, creating, writing and editing communications for a variety of media and materials.
- Excellent written and verbal communication and interpersonal skills.

- Experience with visual identity, graphic design, and branding standards.
- Experience with photography, videography and in producing content for web, social media, print, electronic news, blogs and other broadcast channels.
- Proficient in use of Adobe Creative Cloud | Suite of software including InDesign, Illustrator, Photoshop, Lightroom and Premiere Pro.
- Proficiency with Microsoft Office software, including Word, Outlook, Excel and PowerPoint
- Experience with Constant Contact and/or other mass communications programs.
- Experience using WordPress.
- A great collaborator and team player, with an ability to work independently with limited supervision.
- Good time management skills, with the ability to multi-task, think critically, problem solve, identify priorities and pivot as needed to address urgent operational needs.
- A strong belief in the dignity of all human beings and a positive and caring approach.
- Knowledge of food-security, poverty and related human rights and social justice issues an asset.
- Ability to pass a criminal background and child abuse registry check.
- Valid Class 5 driver's license required, and a reliable vehicle is strongly preferred.
- Ability to work evenings and weekends on occasion to capture content from Harvest events and stories from offsite stakeholders in the community.

**Application Instructions:**

***To apply, send an email with your cover letter, stating salary expectations, and résumé to [HR@harvestmanitoba.ca](mailto:HR@harvestmanitoba.ca)***

*We thank all candidates for their interest, however only those with the required qualifications will be contacted. Thank you for your interest in Harvest Manitoba.*