



Digital Media Specialist
Full-Time, Permanent

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 digital media platforms, you will develop and execute strategies to effectively communicate our brand; to connect, engage and grow our Harvest community; and to inspire Manitobans 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 – Creating and Managing Digital Advertising

As the digital marketing expert on the Marketing Communications Team, you will drive, execute and manage digital campaigns to support major initiatives including those listed below.

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

This will include capturing, storyboarding, shooting and editing images and videos to create engaging content and digital assets to tell the Harvest story across all media channels. You will work both on and offsite as needed to tell the stories of our clients, donors, volunteers, and the Harvest CREW.

Social Media

- Develop, execute and manage our organization's organic/paid social media strategy and monthly editorial calendar according to brand guidelines and industry best practices, collaborating with our Marketing team to develop, refine and execute the plan.
- Communicate the brand, connecting and engaging with target audiences through the development of impactful, regular posts and interactions to grow and expand presence and reach on all social media channels.
- Proactively support and develop campaigns to support fund development activities and other programs and services offered by Harvest.
- Build relationships with local influencers to optimize opportunities for Harvest to extend its reach on all channels.
- Actively monitor initiatives and comments on social media channels, respond in a timely manner and notify the Director of any concerns or issues.
- Repost, share, retweet credible third-party initiatives in support of Harvest.
- Track and report on social media analytics, making recommendations.

Website

- Be the main point of contact across the organization and work with subject matter experts within the organization to develop and update content for the website.
- Design and develop the website, monitoring integrity, functionality and presence to ensure an optimal user experience across browsers and platforms.
- Monitor keywords, meta tags, and ensure the site is optimized, and consistently strive to ensure a high ranking.
- Track and report on Google Analytics, making recommendations.

Email Marketing

- Design and execute mass digital communications including monthly electronic news, and supporting various campaigns and programs via Constant Contact.

Other

- Coordinate with and provide support to stakeholders inside and outside our organization on digital and traditional media initiatives and campaigns as needed.
- Assess and provide recommendations on the use of new and emerging digital communications channels.
- Other related marketing and communications duties as assigned.

Qualifications | Requirements:

- Post-secondary education in Creative Communications or related field.
- 3-5 years' experience in a position with social media campaign management including developing and executing campaigns.
- Excellent written and verbal communication and interpersonal skills.
- Experience with visual identity, graphic design, and branding standards.
- Skilled in 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.
- Proficient in web design and maintenance using WordPress, including basic knowledge of HTML/CSS coding, EMS and CMS systems, SEO, keyword research and Google Analytics.
- Proficiency with Microsoft Office software, including Word, Outlook, Excel and PowerPoint
- Experience with Constant Contact and/or other mass communications programs.
- 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

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.