



*Our vision is a Manitoba where no one goes hungry. We operate the largest community food network in the province to alleviate hunger, promote access to nutritious foods, and help support healthier living for Manitobans in need.*

## **SOCIAL MEDIA / COMMUNICATIONS CONTENT COORDINATOR**

**Full-Time, Permanent**

**Salary Scale - \$15.50 to \$21.88 per hour**

Your creativity, unique talents, skills, and strong work ethic are valued and welcome here. We recently re-branded and are looking for marketing communications professional to help effectively communicate that brand and grow our Harvest community.

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

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

### **Overall Scope:**

The successful candidate will be responsible for content creation and story development activities across all channels, that is to brand, to promote Harvest Manitoba to target audiences/stakeholders in our community.

You will also support more traditional communication activities, generating internal and external content for a variety of audiences and support colleagues on vacation, leave, etc.

### **Key Responsibilities:**

#### **1. Social Media: Connection & Engagement, Content Creation / Editorial Calendar**

- Develop, execute, and refine an organic /paid social media strategy and editorial calendar that aligns with best practices and Harvest brand standards.
- Develop impactful and regular posts and interactions with targeted audiences to grow and expand social media presence and reach on all social media channels.
- Build relationships with local influencers to optimize opportunities for Harvest to extend reach of ads, feature stories, videos, blogs etc. through the web and online platforms.
- Actively monitor initiatives and comments on social media channels, respond in a timely manner; track and manage public issues and concerns touching on corporate perception and reputation and notify the Director of any concerns or issues.
- Repost, share, tweet credible third-party initiatives in support of Harvest.
- Seek out opportunities to increase brand reach in the local community and build a larger online presence to attract and retain donors of all types, executing all web, SEO/SEM, social media, email, and any display advertising campaigns.
- Work with the Director of Marketing and Communications to establish appropriate and respectful messaging for target audiences on and offline, adhering to brand guidelines and messaging.
- Regularly update and maintain all social media analytics.

## 2. Other

- Work with team to write and manage website, email marketing and other content as required for effective communications including:
  - Fundraising Campaigns
  - Community Food and Fund Drives
  - Corporate Partnerships
  - Radiothons
  - Signature Events
  - Harvest Programs and Services
  
- Other duties as assigned

### Qualifications:

- Post-secondary education in creative communications or related field and/ or 3 -5 years' experience developing and executing social media campaigns
- Applicant's must present official documentation confirming they are fully immunized against COVID-10 along with Government issued identification to validate the person's identity as matching the vaccination record provided.
- Excellent Influential communication and interpersonal skills, both written and verbal
- Proven experience in major social media platforms and social media management tools
- Knowledge of the full MS Office Suite, including Word, Access, Excel, Publisher, and PowerPoint
- A great collaborator and team player, with an ability to work independently with limited supervision
- Experience with WordPress, Constant Contact, or other email marketing programs an asset
- Experience with Adobe Creative Suite, specifically focused on InDesign, an asset
- Experience with visual identity, graphic design, and branding standards an asset
- Ability to grasp trends in digital technologies and act proactively
- Good time management skills, and the ability to identify priorities, multi-task, think critically, problem solve, and the ability to pivot as needed to address urgent operational needs
- A strong team focus and interest in supporting the organization
- Knowledge of food-security and poverty issues an asset
- Able to pass a Criminal Background Check is essential
- Valid Class 5 driver's license required, and a reliable vehicle is strongly preferred

Evening and weekend shifts will be required as business levels dictate.

### Application Instructions:

*Apply on Indeed or send an email with your cover letter and résumé to [HR@harvestmanitoba.ca](mailto:HR@harvestmanitoba.ca)*

*We thank all candidates for their interest, however only those selected for an interview will be contacted.*

*Thank you for your interest in Harvest Manitoba.*