



### **About Harvest Manitoba**

Harvest Manitoba (“Harvest”) is a charitable organization dedicated to nourishing our communities and our sense of community so that no Manitoban goes hungry. We receive 11 million pounds of food every year, which is sorted and packed largely by volunteers into Harvest Hampers and distributed to Manitobans through our Community Food Network of more than 325 food banks and agencies in Winnipeg, rural, northern and First Nations communities. Right now, we feed 80,000 Manitobans every month, 46% children. Our Food Distribution Centre, which includes our Emergency Food Support Assistance Line and Warehouse, is in our Winnipeg Headquarters.

### **Mission**

*Working together  
towards a healthier  
future for all where no  
Manitoban goes  
hungry*

### **Digital Media Specialist**

**Full-Time, Permanent**

**Salary Scale - \$15.75 to \$22.13 per hour**

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 execute strategies to effectively communicate our brand; connect, engage and grow our Harvest community; and inspire Manitobans to give food, time, money and in-kind products and services, and advocate for those in need.

**Reports to:** Director of Finance & Administration

### **Responsibilities:**

#### **Creating and Managing Digital Communications**

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

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

This will include:

#### **Social Media**

- 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.
- Support the execution of Harvest Manitoba’s social media plan.
- 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.



- 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, and retweet credible third-party initiatives in support of Harvest.
- Track and report on social media analytics, making recommendations.

#### **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.
- General updates to Harvest Manitoba website content using WordPress.
- Other related marketing and communications duties as assigned.

#### **About you:**

- Post-secondary education in Creative Communications or related field, or 1-3 years of practical experience.
- Excellent written and verbal communication and interpersonal skills.
- Experience with visual identity, graphic design, and branding standards.
- Comfortable taking photos and video for social media posts.
- Proficient in the use of Adobe Creative Cloud I Suite of software including InDesign, Illustrator, Photoshop, Lightroom and Premiere Pro.
- Proficient in web design and maintenance using WordPress.
- Proficiency with Microsoft Office software, including Word, Outlook, Excel, and PowerPoint.
- Experience with Constant Contact and/or other mass communications programs is an asset.
- 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 adapt 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 is 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.

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

To learn more about this opportunity, visit: <https://www.harvestmanitoba.ca/about-us/join-our-crew/>

Apply by email with your resume and cover letter at: [hr@harvestmanitoba.ca](mailto:hr@harvestmanitoba.ca)

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