



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*

MARKETING & COMMUNICATIONS MANAGER **Full-Time, Permanent**

As the Manager of the Marketing & Communications Department, you will execute on Harvest Manitoba’s Marketing & Communications Plan and lead the organization’s marketing and communications efforts, overseeing all internal and external communications.

Reporting Relationships:

The Marketing & Communications Manager reports to the Director of Finance & Administration. The following positions report directly to the Marketing & Communications Manager:

- Digital Media Specialist (internal)
- Graphic Designer (external)
- Strategic Marketing & Communications contractors

The successful candidate will execute branding and communications to external and internal stakeholders. The Marketing & Communications team supports the development efforts of the organization to increase donations of food and funds and volunteer efforts. The Manager will ensure that all messaging is consistent and will ensure that the community, media, and partners are engaged and informed about Harvest Manitoba. The successful candidate will have extensive knowledge of non-profit fund development and application of marketing strategies to align with organizational goals.

Responsibilities:

- Effectively manage the Marketing & Communications team including strategic recruitment, effective performance management, professional development, motivation, and retention.
- Execute the Marketing & Communications Plan.
- Manage Harvest Manitoba’s Marketing & Communications calendar to ensure that events are promoted and recognized.
- Report on Marketing & Communications KPIs on a weekly basis.
- Adhere to and enforce communication policies and procedures, including logo usage, brand and visual guidelines, outside fundraising event resources, media access, etc.



- Established network within the marketing, public relations, and communications community to develop strategic relationships that will enhance marketing efforts. Experience purchasing paid advertising.
- Provide copy writing, messaging, creative support, design, and layout for print materials including annual reports, direct mail, brochures, fact sheets, information brochures, grant applications, grant reports, presentations, event promotion, and program/volunteer/Board materials.
- Write press releases and coordinate public relation efforts.
- Work with IT to ensure high functionality of web site and responsible that web content remains current.
- Support events with collateral materials, public relations, advertising, and marketing.
- Marketing liaison to Food Banks Canada to ensure compliance with their communication standards and coordinate approval for collaborative press releases and media content.
- Execute co-marketing and co-branding with other strategic partners including joint press releases and communications.
- Manage contractual and/or marketing vendors as needed, ensuring major projects are bid appropriately, deadlines are met, and invoices are accurate.
- Manage the Marketing & Communications budget, ensuring full analysis on expenditures and impact on development or engagement levels.
- Other duties as assigned.

About You:

- Post-secondary education in creative communications or related field and/ or 3 -5 years' direct experience managing staff
- Advanced proficiency in MS Word, Excel, Outlook, and PowerPoint required
- Demonstrated ability to write and edit newsletters, annual reports, and promotional materials with outstanding proof-reading skills and attention to detail
- Demonstrated ability to communicate effectively and relate well to all constituents, while maintaining appropriate confidentiality
- Excellent organizational skills with an ability to prioritize and manage multiple tasks and demands
- Strong self-motivator, exercises good judgment, and ability to work as a team member
- Knowledge of WordPress, Constant Contact, or other email marketing programs an asset
- Experience with visual identity, graphic design, and branding standards an asset
- A strong team focus and interest in supporting the organization
- Knowledge of food-security and poverty issues an asset
- Required to have a clear a Criminal Background Check (CRC)
- Required to have a valid MB Class 5 driver's license, and a reliable vehicle is strongly preferred

Harvest Manitoba provides a comprehensive benefits package, RRSP matching, and free on-site parking.

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

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