



## **Job Posting: Marketing and Communications Manager**

### **Job Description**

The Marketing and Communications Manager provides leadership in the planning as well as the day-to-day operations associated with FoodShare's marketing, communications and media relations strategy.

### **Duties include (but are not limited to):**

#### **Leadership and Management**

- Support the Director of Development and Communications in the development of the annual Development Plan and Development Budget
- Support the marketing and communications strategies and needs of the overall organization and ensure marketing and communications best practices are in place
- Work with internal stakeholders to support marketing and communications needs to ensure quality, consistency, and effectiveness of branding, messaging and positioning
- Lead the planning and execution of the marketing and communications strategies of new and existing initiatives, projects and campaigns
- Lead teams for various events
- Assess risks as they relate to organizational brand, reputation and communications and provide strategies to address and mitigate these issues
- Supervise the Communications Senior Coordinator, including reviewing individual work plan and deadlines, conducting performance review, etc.
- Participate in Management Committee and other committees as assigned

#### **Marketing**

- Design and execute a marketing strategy to increase sales from earned revenue initiatives such as the Good Food Box, etc.
- Ensure planning, implementation, and evaluation of marketing strategies, plans and tactics are aligned with FoodShare's strategic plan

#### **Communications**

- Oversee digital communication channels, including website, e-communications, blog and social media platforms
- Oversee the development of collaterals such as the annual report, internal and external newsletters, brochures, videos, etc.
- Work closely with internal and external stakeholders to share stories that demonstrate organizational impact
- Work closely with Development team to ensure that staff and board members are positioned for success as brand ambassadors
- Serve as a communications resource to Supportive Partnerships / Trustees in assisting the development and implementation of their communications plans



### **Media Relations**

- Develop and execute a public relations strategy
- Act as initial media relations contact for FoodShare, responding to media and public inquiries as needed
- Identify emerging issues within the food movement and prepare appropriate messaging and public relations plans
- Write and distribute media releases / advisories
- Proactively seek media coverage to promote food justice and FoodShare's work overall

**Reports to:** Director, Development and  
Communications

**Salary:** \$52,500 plus benefits

**Date of Last Review of the Job Description:** May 2019

### **Marketing and Communications Manager Required Qualifications, Knowledge and Experience**

- Demonstrated commitment to principles of food justice
- 3-5 years relevant experience in marketing and communications
- 1-2 years experience supervising staff or volunteers
- 1-3 years experience in planning and production of marketing materials and developing social media strategies
- 1-2 years experience in developing and executing plans for events, media relations and marketing
- Excellent ability to develop compelling copy for various channels; superior editing and proofreading skills
- Experience in developing relationships with media and producing media releases
- Experience in analyzing marketing trends, conducting/commissioning marketing research, developing pricing and budgeting strategies
- Demonstrated ability to lead multiple projects with competing priorities

**How to apply:** Please email your resume and cover letter to [hr@foodshare.net](mailto:hr@foodshare.net)

**Deadline for applications:** Tuesday, June 18, 2019

### **Please note:**

FoodShare is an equal opportunity employer committed to diversity and inclusion. We are pleased to consider all qualified applicants for employment without regard to race, colour, religion, sex, sexual orientation, gender, national origin, age, disability, protected veterans status or any other legally-protected factors.



If you feel you need accommodation because of illness or disability during the application process, please do not hesitate to contact Human Resources at your earliest convenience – [hr@foodshare.net](mailto:hr@foodshare.net). You will also be briefed on FoodShare's policies regarding accommodation and the Accessibility for Ontarians with Disabilities Act. Please note that only candidates selected to move forward in the hiring process will be contacted.

Please note that only candidates selected to move forward in the hiring process will be contacted.