



660 Speedvale Avenue West
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Guelph, ON N1K 1E5
519-837-1326
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www.FarmFoodCareON.org
@FarmFoodCareON

Communications Coordinator

Farm & Food Care Ontario is seeking a full-time **Communications Coordinator**.

About Farm & Food Care Ontario

Farm & Food Care Ontario is a registered Canadian charity and whole-sector coalition made up of representatives from all farming types and associated businesses and positions itself as the helpful expert on Ontario agriculture. Farm & Food Care Ontario brings farmers, agricultural professionals, related businesses, government organizations and other groups together with a mandate to build public trust in food and farming in Ontario and across Canada.

Role Overview

Reporting to the Communications Manager, the employee will play a cross-functional role in all communications activities, joining a small but dynamic team to plan and execute all outreach activities including projects, digital media and event planning and coordination.

35 hours per week. Occasional evening and weekend work will be required. Candidate must be able to work remotely and/or in the Guelph office (depending on COVID rules/guidelines and FFCO policies).

Specific responsibilities include but are not limited to:

- Support the execution of Farm & Food Care events, in-person and virtual.
- Create and manage e-news campaigns and manage e-database.
- Maintenance of existing web content and creation of new posts, pages and events.
- Monitor FFCO's general email account; respond to queries in a professional and timely manner.
- Create and edit short, shareable videos for FFCO's website and social media.
- Apply new, innovative ideas and creative ways to tell stories through content.
- Track and report on web performance.
- Occasionally liaise with third-party vendors, industry partners, FFCO members and other stakeholders.
- Represent FFCO at public outreach events professionally and enthusiastically.

Knowledge/Skills Required:

- An ability to simultaneously manage many different projects and responsibilities with shifting demands and priorities;
- Ability to work independently and as part of a team;
- Resourceful, adaptable and shows initiative;
- Excellent organization, analytical and problem-solving skills;
- Past relevant experience in a communications, event coordination or public relations fields;
- Videography and video editing skills (Adobe Premiere Pro/Elements, CyberLink PowerDirector or other);
- Experience with planning and coordinating events (in-person and online);
- Strong verbal and written communications skills and experience in public speaking;



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- Strong proficiency in the use of social media, including, but not limited to, Facebook, Twitter, Instagram, YouTube and LinkedIn;
- Above average competency of Microsoft Office and Google Suite tools;
- Some graphic design skills for creation of traditional and digital marketing collateral (InDesign, Illustrator, Photoshop and/or Canva);
- Demonstrated ability to interact comfortably, professionally and effectively with a wide range of audiences.

Additional Assets

- University Degree or College Certification in one of the following disciplines: Marketing, Communications, Public Relations, Events Management or Agriculture;
- Familiar with and/or have a genuine interest in Agriculture or Food Production;
- Familiarity with online email marketing tools (Constant Contact, Mail Chimp);
- Experience with online content management systems (Wordpress) and knowledge of analytics measuring tools (Google Analytics).

Salary will be commensurate with work experience. Candidate must have valid drivers' license with good driving record and access to a vehicle.

Please submit resume, references and covering letter indicating your salary expectations to kelly@farmfoodcare.org by January 11, 2021. We appreciate all applications but only candidates selected for an interview will be contacted.