



Communications and Events Coordinator

Application Deadline: March 9th, 2017

Good Food For All

Everyone should have access to healthy food, soil, and community. We enact this vision by cultivating engaging gardens and programs that catalyze healthy eating, ecological stewardship, and community celebration. Fresh Roots stewards 1/2 acre market gardens on school grounds across the lower mainland. Our fields produce good food for the community, empower youth through vocational skills development, and serve as hands-on outdoor classrooms for over 5000 students each year.

The Position

If you are a communications and events unicorn and ready to take the world by storm, you are in the right place. The Communications and Events Coordinator (CEC) tells our stories, engages our volunteers and partners, and helps our community grow. The CEC will design and evolve our donor communications, develop our communications strategy from scratch, develop the voice of Fresh Roots, lead the organization's brand and social media, and share our vision of Good Food for All. The CEC will work closely with the Executive Director to grow our fundraising capacity. This is a part-time position, working 24 hours per week.

Development

- Plan and organize 'Harvest Dinner' and Winter fundraising campaigns with support from staff
- Coordinate efforts for volunteer and donor cultivation
- Establish and maintain relationships with partners, donors and event sponsors as needed
- Lead team build and corporate engagement programs
- Coordinate special events
- Manage CRM

Marketing and Communications

- Create and develop Fresh Roots stories, written and video, to share externally
- Develop and implement social media strategy, management and engagement
- Write and send monthly e-newsletters and, in collaboration with staff, stakeholder specific communications
- Help grow awareness for our programs and vision
- Keep website updated and fresh with current information and news items
- Write Annual Report
- Write and issue press releases as part of plan to raise awareness and funding
- Maintain Fresh Roots brand on all external communications

Qualifications

- Post-secondary diploma or degree paired with real world experiences in a relevant field (e.g. fundraising, communications, marketing, public relations)
- Two - three years demonstrated communications and event planning experience.

Technical Skills

- Excellent computer skills including proficiency in social media applications, Mailchimp, Microsoft Office suite, spreadsheets, internet and email applications
- Understanding analytics, an asset
- Proficiency in Adobe Creative Suite
- Strong written and verbal communication skills
- Very high attention to detail
- Experience with Wordpress, an asset
- Experience in grant writing, an asset





Core Competencies

- Infuses joy and celebration into all communications in order to make large scale systems change
- Demonstrated ability to work in team as well as work independently
- Results focused
- Able to organize, multi-task, problem-solve and remain flexible within a fast-paced and changing environment
- Excellent communication skills across various mediums
- Focus on client service

Key Details

- \$25 - \$30 per hour; 24 Hours / week; Annual contract, renewable

How to Apply

E-mail a short cover letter (500 words), resume, and sample of your work (in **one** document) to jobs@freshroots.ca with your name and the name of the position in the subject. Applications must be received no later than **March 9, 2018**. Review of applications will begin immediately upon reception with interviews scheduled March 15, 16, 20.

Fresh Roots is committed to employment equity and encourages applications from underrepresented groups.

We regret that due to the high volume of applicants only those selected for interviews will be contacted.

