



Marketing Assistant

ORGANIZATION OVERVIEW

Scarborough Food Security Initiative (Feed Scarborough) is a community driven and led charity in South Scarborough focused on Food Insecurity and Poverty in the region. Born out of the 2020 pandemic, Feed Scarborough has three levels of approach to Food Insecurity. The “Urgent Need approach (We run 6 Food Banks, Mobile Soup Kitchens, Farmers Market and Covid Vaccine awareness Programmes), The “Long Term Sustainable” approach (We run business incubation programme for our clients, Culinary and Hospitality training programme for Youth, Community Gardens and training on growing sustainable food), The “Systemic” approach (We realize that we can never solve the food insecurity problem without significant policy change. Food is a Human Right in Canada, and we need our governments to uphold the commitment that Canada made over 50 years ago. Currently we serve over 7500 community members every week through our programmes.

ROLE OVERVIEW

As the Marketing Assistant for the Scarborough Food Security Initiative, you will play a vital role in supporting the Marketing and Social Media Coordinator in executing daily marketing and social media activities. Your responsibilities will span various tasks aimed at enhancing brand presence, community engagement, and strategic partnerships.

POSITION RESPONSIBILITIES

- Tracking analytics for social media campaigns, creating social media, posting schedules and writing captions for social media posts. This will include supporting community-based partnerships through various platforms.
- Set up and manage the image-sharing account and post interesting photos regularly
- Support the marketing team by actively using numerous platforms, engaging with clients and replying to organizations messages
- Partnering to develop, build, and implement a social media strategy establishing a brand presence with an emphasis on building strategic partnerships.
- Developing and implementing a marketing strategy with the intent to build a campaign, system, and overall process to generate brand awareness and engagement.
- Writing regular blog posts on issues that align with the organization
- Liaise with senior directors and consultants to push new blog posts through the calendar



- Work closely with elected officials across Scarborough and promote Feed Scarborough and build strategic relationships

KEY SUCCESS FACTORS

- Ability to collaborate and work closely with teams and departments
- Tech savvy with a flair for creativity, innovation and design.
- Ability to schedule tasks and complete urgent ones with minimal fuss and fast turnaround time
- A resilient and robust attitude towards challenges and the ability to hold their cool under pressure
- A service-focused and proactive attitude towards candidates and clients, and the teams they support internally
- A high motivation to learn and excellent attention to detail
- Ability to consistently demonstrate the company's values of hard work and insight, and to remain effective in their approach to work
- Familiarity with Microsoft Office products, such as Excel, PowerPoint and Word, and key social media tools
- Interest in reputation management, social media, communications and marketing
- ***This is a part of Canada Summer Jobs programme, so you will need to be between the ages of 15yrs – 30 years, and be a citizen or permanent resident or refugee claimant in Canada.***

We are excited to talk to you about the opportunity to join our team! Please Email your cover letter, resume to: hr@feedscarborough.ca - Please identify the position that you are applying for, in the subject line.

Application Deadline: As Soon As Possible

Job Types: 8 weeks, starting As Soon As Possible

Salary: \$16.55 per hour

Schedule:

- 7 hours per day (35 hours per week)
- Typically Monday to Friday (9am – 4:30pm) – Some Weekends and evenings might be required)
- **Work Location: 772 Warden Ave., Scarborough, ON, M1L 4T7**