



Marketing & Communications Coordinator

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 4 Food Banks, Mobile Soup Kitchens 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

We are seeking a seasoned Marketing Communications Specialist to join our team. The ideal candidate will possess a strong marketing and communications background, along with an entrepreneurial spirit. This individual will play a pivotal role in enhancing our corporate partnerships, managing social media and website content, and elevating our overall communication strategy.

- **Social Media Management:**
 - Strategize and execute a comprehensive social media plan to enhance our online presence and engage with diverse audiences.
 - Craft compelling content for social media platforms, highlighting corporate partnerships, sponsorship activities, and philanthropic initiatives.
 - Monitor social media channels, respond to corporate inquiries, and foster a positive online presence.
- **Website Development and Maintenance:**
 - Oversee the organization's website, ensuring it reflects our corporate partnerships, sponsorships, and collaborative efforts.
 - Collaborate with the team to create and update content, emphasizing our impact on the community and corporate contributions.
 - Utilize SEO strategies to optimize the website for increased visibility among corporate audiences.
- **Marketing Campaigns:**
 - Plan and execute marketing campaigns focused on corporate engagement, sponsorships, and partnership opportunities.
 - Develop targeted communication materials for corporate donors and sponsors, showcasing the impact of their support.
 - Collaborate with corporate entities to co-create campaigns that align with both their corporate social responsibility goals and our mission.



- **Community and Corporate Engagement:**
 - Establish and nurture relationships with local businesses, corporate leaders, and media outlets to enhance corporate visibility and support.
 - Represent Feed Scarborough at corporate events and industry conferences to promote collaboration and corporate social responsibility.

Qualifications:

- Bachelor's degree in Marketing, Communications, or a related field.
- Minimum of 3 years of experience in corporate communications, with a focus on social media and digital marketing.
- Proven track record of successful corporate engagement and partnership development.
- Strong entrepreneurial mindset with the ability to strategically align corporate goals with our mission.
- Excellent written and verbal communication skills, with the ability to tailor messages for diverse corporate audiences.
- Familiarity with SEO best practices.
- Passion for and commitment to community service and addressing food insecurity.

We are excited to talk to you about the opportunity to join our team!

Please Email your cover letter, resume and examples of social media platforms managed by you to : hr@feedscarborough.ca

Application Deadline: Till the position is filled

Job Types: Full-time, In person

Salary: \$50,000 per year + Benefits

Schedule:

- Typically Monday to Friday (Might be some exception for weekends and evenings)

Feed Scarborough is an equal opportunity employer and is strongly committed to a workforce that reflects the diversity of the populations we serve. We encourage applications from all qualified individuals including applicants from all cultures, racialized communities, abilities, diverse sexual and gender identities and others who may contribute to the further diversification of ideas.

Feed Scarborough is committed to providing accommodation in all aspects of the recruitment and hiring process under the *Ontario Human Rights Code* and the *Accessibility for Ontarians with Disabilities Act* (AODA). The Manager of Human Resources will work with applicants to arrange reasonable and appropriate accommodation at any stage of the recruitment and hiring process.

We thank all applicants for their submission; only those candidates selected for an interview will be contacted.