



# Marketing Coordinator

## ORGANIZATION OVERVIEW

**Scarborough Food Security Initiative (Feed Scarborough)** is a community-driven charity in Scarborough focused on addressing food insecurity and poverty. Founded during the 2020 pandemic, the organization operates through a three-tiered approach: meeting urgent needs through programs such as food banks, the Healthy Meal Truck and Foodabundance - Rx Eats, farmers markets, and community outreach; building long-term sustainability through initiatives like FoodHall TO, Startup Scarborough, youth culinary and hospitality training, the Bridge Program for job readiness and confidence building, and community gardens; and advancing systemic change by advocating for equitable food systems and the recognition of food as a fundamental human right in Canada. Complementing these efforts are programs like Seniors Social Circles, which promote social connection and well-being. Feed Scarborough currently serves over 5,000 community members each week, working toward a more resilient and food-secure future.

## ROLE OVERVIEW

As the Marketing Coordinator for the Scarborough Food Security Initiative, you will play a vital role in supporting the Marketing and Social Media Officer 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

- Track and report how well our social media campaigns are doing.
- Design posters, flyers, and other materials for events, programs, and social media.
- Help plan and post on social media, including writing captions and creating a posting schedule.
- Share interesting and engaging photos regularly on our image-sharing platforms (like Instagram).
- Help manage our social media accounts by responding to messages and engaging with followers.
- Work with the team to build a strong brand and create partnerships through online platforms.
- Help create and carry out a marketing strategy that boosts awareness and gets people involved.
- Write short blog posts on important community issues related to our mission.
- Coordinate with senior staff and consultants to schedule and post blogs regularly.
- Build relationships with stakeholders in Scarborough to raise awareness about Feed Scarborough.



- Help coordinate, document, promote and support the Zero Hunger Project podcast series and other key campaigns.
- Support other marketing and outreach activities as needed.

## 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 service-focused and proactive attitude towards candidates and clients, and the teams they support internally
- 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.***

Application Deadline: As Soon As Possible

Job Types: 8 weeks

Salary: \$17.60 per hour

Schedule:

- 7 hours per day (35 hours per week)
- **Work Location: 772 Warden Ave/ 5210 Yonge St, North York, ON, M2N 5P6**

## Application Instructions:

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

Please email your cover letter and resume to [hr@feedscarborough.ca](mailto:hr@feedscarborough.ca).

In the subject line, kindly indicate the position you are applying for and your preferred cohort:

- Cohort 1: May – June
- Cohort 2: July – August

*Example subject line:*

Application – [Position Title] – Cohort 1 (May–June)