

Coalition for Healthy School Food Communications Coordinator Job Description

The Coalition for Healthy School Food is seeking a creative and experienced Communications Coordinator to support the Coalition in communicating its mission and promoting its members' work by engaging diverse audiences through a variety of platforms, this can include management and content creation for the website, social media, public campaigns, meetings, infographics and communication materials in both French and English. This position is for a one year, full-time contract, for a salary of \$44,800 plus benefits.

About the Coalition for Healthy School Food

The Coalition for Healthy School Food, a growing network of health, education, Indigenous and environmental organizations, is seeking federal investment in a cost-shared universal healthy school food program that would see all children having daily access to healthy food at school. The Coalition's efforts are driven by its core staff as well as its organizational members. Our 145+ members in every province and territory use the Coalition's messages and materials to advocate for funding and support at federal, provincial/territorial, and municipal levels as well as to learn from each other's best practices. The Coalition is hosted by Food Secure Canada.

About the Communications Coordinator Position

The Communications Coordinator will support the Coalition's efforts to communicate with and engage diverse audiences including federal, provincial, and territorial governments, municipalities, health professionals, parents, students, community organizations and the media, as well as to communicate with and animate its own membership and individuals who have signed up for Coalition updates.

In addition to being adept at diverse digital communications approaches, the Communications Coordinator will regularly be in touch with Coalition members in order to respond to their communications needs, and to collaborate with them to develop materials that support member engagement and advocacy.

With the input of Coalition members, and supervised by the Coalition's Coordinator, and supported by Food Secure Canada's Communication Manager, the Communications Coordinator will create and manage content for the Coalition's website and social media, in both French and English, including infographics and other communication tools.

More specific tasks include (all to be completed in both English and French):

- Develop and implement a Communications Plan to identify priority audiences and best approaches to reach them.
- Create and disseminate communications and digital materials that effectively convey messages to diverse audiences such as social media (Facebook, Twitter, LinkedIn) promotional materials, and digital materials, videos, infographics, newsletters, and blog posts.
- Perform regular media monitoring.
- Manage and update the Coalition website - healthyschoolfood.ca.
- Assist in content creation for other projects, such as knowledge sharing webinars and meetings, e-learning and conferences.
- Translate content from English to French (most often), and French to English.
- Monitor key online metrics to track success and areas to improve
- Support the Coalition coordinator with media relations and media communication materials.
- Maintain and update the Coalition members database on the civicrm system.
- Support Coalition Chapters with communication tasks.
- Any other communications related tasks

Requirements:

- University or College degree in communications, marketing, journalism, or public relations (or other relevant field of study) and at least 2 years of relevant work experience.
- Good knowledge in developing and managing website content.
- Excellent written and oral communication skills in both in French and English.
- Strong attention to detail and proofreading.
- Demonstrated knowledge of marketing and digital media best practices.
- Strong listening abilities and an interest in working collaboratively.
- Ability to work within multiple deadlines and effectively manage workload.

Assets:

- Graphic design, art or photography skills.
- Experience and good knowledge in Search Engine Optimization and Analytics;
- Experience with CRM database
- An interest in school food and food systems.
- Experience working with the not-for-profit sector, with networks, coalitions or membership-based organizations.
- Experience working with national, provincial, regional and local media.

Contract length: 12 months, starting March 1, 2021.

Salary: \$44,850 plus benefits

This position is five days a week, 7,5 hours per day, for a one year contract (with the possibility of extension). Candidates interested in a four day per week contract can be accommodated. The Coalition's head office is in Montreal, but the role can be performed

from any location in Canada. To accommodate meetings, the Communication Coordinator needs to be available some afternoons until 5 pm EST.

The Coalition for Healthy School Food and Food Secure Canada are committed to employment equity, diversity and inclusion. Through our processes and practices we are working to eliminate barriers to employment for people who are usually underrepresented in Canada's workforce and encourage diverse candidates to apply, including Indigenous People, those with disabilities, racialized persons, women, and members of the LGBTQ+ community.

To Apply:

Please submit the following to Debbie Field, Coalition for Healthy School Food Coordinator, with the subject heading titled 'Coalition Communications Coordinator 2021', by email to schoolfood@foodsecurecanada.org. Materials can be in English or French:

- A cover letter (in French and English if possible)
- Your CV or resumé
- A few past examples of social media, communication plans or graphics you have designed.

Application Deadline: February 12, 2021 at 5:00 pm EST.