



## Marketing & Communications Officer

### Position Summary

North York Harvest Food Bank is looking for a creative, strategic, and solution-based marcomm professional to join our team. With a vision of a community where all members are able to meet their food needs, the ideal candidate must be a team player with demonstrated experience in developing, executing, and delivering marketing communication services across multiple platforms to engage stakeholders.

### Responsibilities

- Develop, execute, and evaluate marketing communications strategies and programs for engaging various stakeholders – donors and community partners, media and the general public, volunteers and staff.
- Produce creative and compelling materials in support of fundraising efforts, including digital and social advertising, newsletters, impact reports and other promotional collateral.
- Acquire and maintain sound knowledge and understanding of North York Harvest Food Bank, its programs, and its priorities.
- Maintain current knowledge of best practices in the field with respect to digital engagement and stakeholder communication tactics.
- Develop, monitor and report on the annual marketing budget.
- Other duties reasonably related to the position as assigned.

### Qualifications

- Post-secondary education in communications, public relations, marketing or journalism, or equivalent combination of education, training, and relevant experience.
- Demonstrated and outstanding copywriting and content creation skills, especially for digital channels.
- Excellent project management skills and proven ability to set priorities.
- Strong attention to detail, excellent written and communication skills.
- Experience in a charity setting is considered a strong asset.
- Experience with digital marketing tools and comfortable with data analysis and reporting.
- Proficiency with Microsoft Office suite (Excel, Word, PowerPoint)
- Ability to problem-solve and manage projects from creative development through final delivery, on time and on budget.



- Proven judgement and decision-making skills and ability to recognize when others need to be involved in activities or decisions. Able to be tactful, listen, and search out answers.
- Working knowledge of Adobe Creative Suite (InDesign, Photoshop, Illustrator) an asset.
- Demonstrated professionalism and a commitment to the values of North York Harvest Food Bank – Access & Inclusion, Collaboration, Integrity and Excellence.

### **Terms**

- Permanent, full time – 37.5 hours per week (with the potential for evening/weekend work as required)
- \$61,188 – \$72,183 per annum plus a defined benefit pension plan, extended health and dental benefits
- Training and professional development opportunities

### **Reporting Relationship**

The Marketing & Communications Officer reports to Director of Development & Marketing

Please forward cover letter and resume to [henry@northyorkharvest.com](mailto:henry@northyorkharvest.com) no later than September 15, 2023. Please quote the job title in the subject line. We thank all applicants for their interest, however, only those to be invited for an interview will be contacted.

### **Note:**

- Applicants must be legally eligible to work in Canada.
- Required to work both remotely and onsite. The candidate must have access to internet while working remotely.
- North York Harvest Food Bank is committed to employment equity and encourages applicants from equity seeking groups. We recognize a range of lived and work experience as being valuable to our work and encourage interested parties to apply.
- North York Harvest Food Bank has an accommodation process in place. Applicants requiring accommodation because of a disability or medical need are asked to make their needs known in advance. Information received related to accommodation requests will be treated with confidentiality.