



## MARKETING & COMMUNICATIONS COORDINATOR

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Do you believe everyone should have access to healthy food, and that food can be a powerful tool for connecting people and building better health and a stronger community? Does design, marketing and engaging with the community interest you? The Food Bank of Waterloo Region is looking for a talented, hard-working and dynamic Marketing & Communications Coordinator to join our team and help drive growth and engagement in Waterloo Region.

### Who You Are:

The Food Bank of Waterloo Region has an immediate opening for an individual who is excited to make a difference and elevate The Food Bank's brand in the community. You will be passionate about marketing & communications, and strive to develop compelling content and marketing materials that support the increase of food and fund donations. You will be as comfortable behind a computer as you are connecting with people face-to-face. You have a keen eye for design, good sense of humour and enjoy working with a team to get the job done.

**Start Date:** January 2020

**Salary:** Commensurate with experience

**Application Deadline:** January 31, 2020

### Attributes:

- Ability to work effectively and manage multiple projects, deadlines and priorities
- Superior attention to detail and accuracy
- Excellent communication skills
- Hard-working and takes initiative
- Thrives in a fast-paced environment
- Strategic thinker
- Willingness to try new things
- Passion for issues surrounding hunger and poverty

### Who We Are:

**Established:** 1984

**Employees:** 27

The Food Bank of Waterloo Region is dedicated to meeting the needs of the community and ensuring no one goes hungry. Through community partnerships, The Food Bank of Waterloo Region acquires and distributes food to 100+ local community agencies and food programs.

The Food Bank of Waterloo Region provides employees with a flexible and progressive benefits package and accommodates for hours worked above and beyond, striving to address the personal time needs of each employee.

### The Position:

Reporting to the Director of Development, this position will work closely with and have accountabilities to the Communications Specialist and project team leads. The Marketing & Communications Coordinator will contribute to building The Food Bank of Waterloo Region's brand and profile, engage new and existing supporters and contribute to the organization's ability to meet its revenue and advocacy goals. This position will play an important role in contributing to the engagement strategy and many other major projects and initiatives.



## Responsibilities include:

- Support marketing and communications initiatives
- Manage analytics and optimize SEO
- Develop, source and execute content for digital platforms
- Manage vendor relationships
- Handle programs and service launches
- Create and manage mailing lists
- Create, proofread, edit and update marketing materials
- Coordinate marketing activities for events
- Research and stay up-to-date on market and industry trends
- Support annual marketing & communications plan

## Experience & Qualifications

- Post-secondary education in communications, marketing, graphic design or equivalent
- Minimum 3 years' experience in a similar role
- Experience with social media, website analytics and reporting, Search Engine Optimization, e-blasts, etc.
- Excellent experience with video and editing software
- Proficiency with: Adobe Suite, WordPress, Microsoft® Office, Google Apps, common marketing automation tools, donor management software (such as Raiser's Edge or equivalent)
- Google Analytics certification is an asset

## Transformational Impact at The Food Bank of Waterloo Region:

- **34,552** individuals served by the Community Food Assistance Network last year
- **4,536,353 pounds** of food was acquired and distributed throughout the Community Food Assistance Network in Waterloo Region
- **220** food hampers are distributed every day in Waterloo Region
- In 2018, **3,544,025** meals were served through emergency hamper programs, community centres and outreach, community meals, school nutrition programs and shelter and residential services
- **1,500** community meals are provided every day
- Nearly **40%** of households seeking food assistance are families with children

***Please submit your resume and cover letter, including salary expectations, no later than January 31, 2020 to:***  
[\*\*\*hr@thefoodbank.ca\*\*\*](mailto:hr@thefoodbank.ca)

*No phone calls please. Only candidates selected for an interview will be contacted.*