

Marketing & Communications Assistant (2 positions) – Full Time
9 week contract-35 hrs/week
Closes May 14, 2023

Closing Date for Applications: May 19, 2023 (applications will be reviewed on a rolling basis)

Contract Dates: June through September 2023

Canada Summer Jobs
Candidates must be between 18-30 years old

About Middlesex London Food Policy Council: The Middlesex London Food Policy Council (MLFPC) is a community organization made up of volunteer members representing several parts of the food system from production, distribution, government, education, and more. Together, members foster cross-sector collaboration and address food-related challenges and opportunities to promote a healthy, safe, equitable, ecologically responsible, and economically viable food system. To learn more, go to: <https://mlfpc.ca/>

This summer, we will be rebranding, updating our website, sharing findings from our grant-funded research project, and organizing a local food system event. If you have experience in any of these areas and want to work with others who are passionate about the food system, now is an exciting time to join us as a summer intern. Marketing, communications, and public relations students may find this position especially exciting but anyone with an interest in local food issues, agriculture, or food security is encouraged to apply.

Position Description:

The MLFPC will be hiring up to two (2) Marketing & Communications Assistants to assist with multiple projects related to local food system issues. Both assistants will work with MLFPC to develop and execute a marketing strategy for council initiatives and events, including social media content creation. One of the two positions will also assist our Communications Coordinator with graphic design, creating outreach materials and updating our website and Food Directory, to assist the council in outreach and community education. The second position will support our Event Planning sub-committee as we organize our flagship event in Fall 2023. Please note in your application if you have a preference or specific experience related to either of these positions.

Responsibilities:

Create and execute a summer marketing strategy, collaborating and coordinating with local partners to increase engagement and reach

Create engaging and professional content in for MLFPC social media channels, including Facebook, Instagram, LinkedIn and Twitter

Draft and send newsletters using Mailchimp

Update media contact list and research new media opportunities

Draft written material, such as blog posts and press releases, and circulate to appropriate contacts

Generate publicity for local food events by attending events and engaging in real-time posting

Research potential grant and sponsorship opportunities

Update website content, including Food Directory, to maintain accuracy and relevance

Attend virtual MLFPC meetings to report on progress

Monitors analytics to optimize marketing and communications efforts

For graphic/outreach design position: Use Adobe Illustrator and/or Canva to develop new branded outreach materials

For event planning position: Work with local suppliers and partners to secure quotes and organize event details

Other duties as assigned

Schedule:

Primarily daytime hours, Monday to Friday, with flexibility

Some evening and weekend availability may be required for meetings and events

Skills:

Creating marketing plans, strategy, and calendars

Creating consistent, on-brand, accessible social media content using Canva

Able to learn new skills quickly and adapt to feedback

Education/Experience:

In a related post secondary program, including but not limited to marketing, communications, public relations, social studies, social work, or education.

Although not required, please note if you have skills in any of these areas:

Photography and/or videography

Previous experience managing social media pages

Previous experience planning community events

French or other language skills

Access to reliable transportation

Working with rural communities

Rural or urban agriculture

Community outreach

Curriculum/resource design

These positions are funded by the Canada Summer Jobs Program provided by Service Canada. Applicants must meet the following eligibility requirements to be considered:

- **Be between 15 and 30 years of age at the start of the employment;**
- **Be a Canadian citizen, permanent resident, or person to whom refugee protection has been conferred under the Immigration and Refugee Protection Act for the duration of the employment**
- **Have a valid Social Insurance Number at the start of employment and be legally entitled to work in Canada in accordance with relevant provincial or territorial legislation and regulations**
- **Priority will be given to applications from candidates who self-identify as being part of underrepresented groups or as having additional barriers to entering or staying in the labour market as outlined below:**
 - **Black and other racialized youth**
 - **Indigenous youth, and**
 - **Youth with disabilities**

Virtual and in-person blend.

Preference will be given to candidates who live in the City of London or Middlesex County

Remuneration: \$18.50/hour; hours and position length subject to approval of Service Canada – Canada Summer Jobs.

To Apply: Please apply online at info@mlfpc.ca. We thank all applicants; however, only applicants that are being considered will be contacted.

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Personal information submitted will be used only for employment opportunities within The London Food Bank in accordance with the Freedom of Information and Privacy Act.