



Job opening:
Communications Coordinator

This position is part-time for a period of 12-weeks, starting June 22nd; 18 hours/week; compensated at \$21.30-22.70/hour. *This position is based from home.*

Job purpose

Reporting to the Executive Director, the Communications Coordinator is responsible for creating and executing a PFC Communications Plan. Working closely with program staff and board members, the Communications Coordinator ensures that the PFC brand, and the brands of all PFC initiatives and programs, are consistent across all platforms, in line with PFC's dedication to challenging food insecurity and inequality. The Communications Coordinator will work with staff, volunteers, and Board members, to develop marketing strategies for specific projects, and help develop fundraising and advocacy campaigns.

Parkdale Food Centre is a registered not-for-profit charity staffed by a small team of dedicated staff, supported by a large base of energetic volunteers and a network of community partners who share our vision of an Ottawa where everyone has the means and opportunity to live a healthy, connected, and fulfilling life. PFC's mission is to build healthier, more connected neighbours and neighbourhoods through good food, innovative community partnerships, and by challenging inequalities in order to create lasting impacts.

Main responsibilities:

- Develop and execute a communications plan for PFC
- Develop communications tools (e.g. social media calendar) to enhance and increase visibility of PFC's programs, and communicate positions on issues of poverty, food insecurity and health equity
- Coordinate the production and publication of our Annual Report highlighting accomplishments of 2019 and financial information
- Create and edit all external communications materials, including social media

- content, website content, reports, print materials, and press releases;
- Edit and maintain the PFC website to keep it up to date, and coordinates with volunteers, vendors, and external partners to enhance the site design;
 - Work with program staff to create key messages and communications plans for each program, and provide regular feedback to program staff related to communications;
 - Support the PFC Advocacy Committee in drafting, editing, and disseminating materials, including by tracking projects to their completion, and collaborating with external organizations when necessary;
 - Work with the fundraising team on the development of campaigns, fundraising emails, and the promotion of fundraising events;
 - Support the Executive Director in securing media coverage for key initiatives and issues;

Working conditions

- This position is based from home until further notice.
- Requires infrequent evening and weekend work and a flexible schedule

Skills required

- Minimum of 4 years of related work experience;
- Post-secondary degree in communications, marketing, journalism, or a related field; candidates without a degree with additional experience will be considered;
- Ability to write clearly, concisely and persuasively for a variety of audiences and platforms; excellent command of grammar, usage, and tone;
- Experience developing a wide range of effective communications materials
- Experience in creating communications plans and developing key messages for nonprofit organizations
- Experience with citywide media relations for nonprofit organizations
- Experience supporting fundraising goals through effective donor communications;
- Proficient in Google Suite, Wordpress, and social media tools;
- French-English bilingualism is an asset.

To apply: Please provide a writing sample relating to communications – such as a social media post for an organization, an email blast, an op-ed, press release, or website page – along with your cover letter and CV to karen@parkdalefoodcentre.org by June 8th