

HARVEST IS HIRING A

Marketing & Communications Manager

FIGHT HUNGER, FEED HOPE

41% of Winnipeg Harvest's clients are kids

The work you will do in this role has a real and lasting impact on the lives of children and adults in our province. It's a responsibility that we don't take lightly, and we're looking for someone that has the drive, passion and skills to help us get where we're going.

We're looking for someone that will inspire our team to create meaningful content that engages and motivates. That means videos, graphics, Facebook Lives, Instagram Stories, media relations, content creation, direct mail and anything that showcases our amazing volunteers, staff and work in the community. This person must be vibrant, flexible and able to go with the flow because no two days look alike!

Finally, this position is responsible for capturing the essence of Harvest, and sharing our stories and purpose with the community to develop partnerships that will best support our efforts and initiatives. It's all about people.

What We Do

Winnipeg Harvest is a fast-paced, energetic workplace with employees that care about the work we do & the communities we serve.

As a not-for-profit, community-based organization, our goals are threefold:

1 - Collect & Distribute Food

Share food with hungry Manitobans.

2 - Facilitate Long-Term Solutions

Prepare clients for employment through training & job-readiness programs.

3 - Champion Awareness & Advocacy

Focus attention on hunger in our community.



Help us share our important work with the community!

Your Qualifications

- A firm belief in the dignity of all human beings and a positive, caring approach.
- Post-secondary education in a Creative Communications, Marketing or related discipline.
- A love of leadership and success leading a marketing and/or communications team.
- Creative thinker with strong branding, traditional and digital marketing experience.
- Strong relationship building, public speaking, media and community networking capabilities.
- Proven success utilizing digital marketing practices, including Google Analytics, SEO, social media, etc.
- Established communication abilities across a wide variety of platforms and instances, including amazing grammar and attention to detail.
- Familiarity with food-security and poverty issues.
- Proficiency with CRMs, MS Office and the Adobe Creative Suite.
- Ability to pass a Criminal Record and Vulnerable Persons Check.
- Valid class 5 driver's license required; access to a reliable vehicle preferred.

Marketing & Communications Manager Position Accountabilities

Strategy & Planning

- Work with our CEO to develop marketing & communications plans that capture the imagination of the public. How do we connect? What do we say? How do we say it?
- Collaboratively execute on our plan, monitoring & adjusting as needed to meet changing demands and maximize our positive exposure.

Communications & Marketing

- Help us develop and grow our voice by bringing an effective branding plan to life.
- Produce creative and engaging content with your team and manage the end-to-end digital experience across multiple channels (email, video, social media posts, etc.).
- Regularly review and analyze our digital footprint (social media, website, etc.) to optimize reach, engagement and conversion, with extra attention to user-experience.
- Collaborate with internal and external partners on campaigns.
- Manage the operational and day to day needs of the department.

Media Relations

- Utilize your strong media relationships to bring news about Winnipeg Harvest to the community.
- Act as a spokesperson for the organization, and represent Winnipeg Harvest with our media partners.

Leadership & the People Side

- Provide active, visible and energetic leadership to our team to help them reach their goals.
- Work closely with our CEO and Development team to support fundraising initiatives, and maintain donor relationships.
- Collaborate closely on all projects with our key internal and external stakeholders.

For further information or to apply:
hr@winnipeg Harvest.org

