



Canada Summer Jobs - Communications Coordinator Job Description

About the Public Health Association of BC (PHABC)

PHABC is a voluntary, non-profit, non-government organization with approximately 500 members from various public health backgrounds. Through advocacy, research, collaboration and education, members of PHABC promote health, well-being and social equity to fulfill the vision of a healthy and equity British Columbia for all. Over the years, PHABC has created several population health and public health initiatives with a mission to eliminate poverty, reduce health as well as socioeconomic inequities, address climate change and healthy environments, contribute to a sustainable economy and prevent violence. The Communications Coordinator will work on two food system programs of PHABC: Farm to School BC and Can You Dig It.

About Farm to School BC

Farm to School BC (F2SBC) brings healthy, local and sustainable food into schools and provides students with hands-on learning opportunities that develop food literacy, all while strengthening the local food system and enhancing school and community connectedness. F2SBC is administered by the Public Health Association of BC, and receives funding from the Ministry of Health. This funding is distributed to schools across BC, supporting food literacy programs.

Since 2007, Farm to School BC has expanded from one pilot Farm to School salad bar program in Northern BC to six regional hubs supporting schools in conducting a variety of Farm to School activities and engaging over 14,000 students in the 2018/19 school year. We closely support the work of F2SBC Community Animators in those hubs to work with schools, community partners, and health authorities.

About Can You Dig It

Can You Dig It (CYDI) is a community garden and urban farming program that strives to strengthen community connections where community members are contributing to their own neighbourhoods through community growing and learning. This project amplifies work that is already happening in municipalities by promoting regional and cross municipal learning and network building.

About the Communications Coordinator Position

The Communications Coordinator works to engage partners across the province to share stories, resources, and knowledge of the schools, partners, Health Authorities and municipalities that we work with. The Communications Coordinator works directly with the F2SBC Community Animators, Provincial Manager and CYDI Provincial Manager. Tasks of the Communications Coordinator include: oversees promotional campaigns (like Farm to School

month in October), create posters, social media posts, publish our newsletter, edit our websites, organize webinars, write press releases, and more.

The role of the Communications Coordinator is an important part of the success of our programs and sharing information locally, nationally and internationally. The Coordinator, under the supervision of the F2SBC and CYDI Provincial Manager, will be responsible for managing multiple simultaneous projects, requests, and deadlines. This position also offers opportunities to present new project ideas and contribute to the overall F2SBC and CYDI communications strategy.

The Communications Coordinator will be experienced in both systems thinking and day-to-day planning of communications, steering the future direction, working to promote and strengthen the network, highlighting the F2SBC model, and working with public and media relations.

The Communications Coordinator will work from an independent workspace full-time from August 6th, 2020 to September 24th, 2020. This is a temporary position through Canada Summer Jobs, with the potential for expansion after September 24th, 2020.

Specific Job Duties

Graphic Design:

Assist with the creation and dissemination of effective communications materials such as event posters, social media graphics, promotional material, and other printed and digital material. Some video editing skills will be necessary, editing webinar recordings and educational videos.

Promotional Campaigns:

Assist with the implementation and management of communications campaigns for events, programs and advocacy.

Web Editing and Design:

Edit, design, and write new content on the existing F2SBC and CYDI website on Wordpress, or other website platforms.

Social Media and Newsletter Management:

Promote F2SBC and CYDI events, activities, and learning opportunities on three social media channels (Facebook, Instagram, Twitter). Assist with managing provincial engagement, and working with Community Animators to post on Facebook. Create content and publish the monthly newsletter (Mailchimp).

Event Hosting and Promotion:

Provide support for provincial webinars including organizing, promoting, editing and working with Community Animators and community partners. Provide technical assistance to Community Animators with regional events (Eventbrite and Zoom), and sometimes act as the F2SBC and CYDI spokesperson.

Tracking:

Analyze data from social media monitoring services to track number of posts/engagements, and identify areas for improvement and make appropriate changes.

Additional Support as Needed:

As PHABC is an exciting and forward-thinking leader in BC public health, different projects may arise that require immediate support. This may include writing grants, research, attending events or supporting the provincial managers with administrative work.

Qualifications

Canada Summer Jobs Requirements:

- Must be between 15-30 years old
- Legally able to work in Canada

Required Skills:

- Pursuing training, education or equivalent working experience in the field of public relations, communications, marketing, journalism or related field, and at least three years of relevant experience
- Demonstrating the ability to think strategically about communications, public relations and outreach activities
- Outstanding written communication and demonstrated ability to write effectively in plain language with a wide range of creative styles and delivery methods (including Facebook, Instagram, Twitter, videos, newsletters, website, media releases, etc.)
- Self-motivated, detail-oriented and well organized
- Hard working and dependable, ability to manage multiple projects, set priorities and meet deadlines
- Self-motivated and able to work effectively with team members remotely.
- Knowledge of digital media, current social media platforms, and email marketing, with an understanding of campaign performance tracking, email blasting methods

Desired Qualifications:

- Experience and interest in Farm to School program, local/regional food systems, school nutrition, or public health
- Experience working with networks, coalitions or membership-based organizations
- Graphic design skills and coding skills an asset
- Experience working with provincial, regional and local media

Information for Applicants

To be considered, responses must be received on or before, July 23rd, 2020, at 4:00 pm.

Hours per Week:

30 hours per week for 8 weeks (August 6th, 2020 to September 24th, 2020)

Salary/Wage

\$18.00/hour

To Apply, Please send your proposals electronically to prov.manager@farmtoschoolbc.ca, with subject head titled '**Canada Summer Job 2020**'.

Please include:

- Resume
- 1 page Cover letter
- Creative Portfolio (examples include writing samples, websites, social media account(s), creative media sample(s) including graphic designs, videos and/or campaigns)

The Public Health Association of BC endeavours to ensure all submitted requests are treated objectively and fairly. PHABC reserves the right to accept, reject or ask for clarification of any or all requests in order to ensure the interests of the association, its funders, and partners.

We encourage applications from members of groups that have been marginalized on any grounds enumerated under the B.C. Human Rights Code, including sex, sexual orientation, gender identity or expression, racialization, disability, political belief, religion, marital or family status, age, and/or status as a First Nation, Metis, Inuit, or Indigenous person.

Applicants must reside in British Columbia, Canada. All qualified candidates are encouraged to apply; however, Canadians and permanent residents will be given priority.

Important Dates:

- Notice of Interview: July 30th, 2020 to July 31st, 2020
- Anticipated Interview Dates: August 3rd, 2020 and August 4th, 2020
- Anticipated Start Date: August 6th, 2020

We thank all applicants for your interest in this position with the Public Health Association of BC!