

FOOD BANKS CANADA CONTENT OFFICER

Food Banks Canada is a national charitable organization dedicated to its vision of a Canada where no one goes hungry. Our mission is to provide national leadership to relieve hunger today and prevent hunger tomorrow in collaboration with the food bank network in Canada.

From coast to coast to coast, food bank organizations provide food over 1.1 million times per month to our neighbours in need in Canada. This network of organizations includes 10 provincial food bank associations and thousands of affiliate food banks and food support organization that daily provide food and other services to those experiencing hunger. Further, the food bank network advocates for government policies that address the underlying causes of food insecurity and reduce the need for food banks.

The Opportunity

Food Banks Canada is looking for a Content Officer focused on developing core messaging and narratives to bring our organizational vision and priorities to life through storytelling thus encouraging people to engage in advocacy and donation.

Key Areas of Responsibility

Working in a team-based environment, you will:

Content Creation and Development 50%

- Write and produce engaging content that builds trust and accurately communicates our work, impact, and organizational values.
- Compose and produce digital content for the website, fundraising campaigns, reports, and research and advocacy priorities.
- Engage with FBC's network across Canada to develop unique stories that illustrate local experiences.
- Edit and proofread new content before publication.
- Develop content ideas and communication strategies in coordination with the communications team and other departments.
- Key contributor to the Annual Report (including gathering all data from multiple departments).
- Write speeches for our CEO, Board of Directors, and senior leadership for fundraising and stakeholder events where required.

Website Content Upkeep 30%

- Maintain and update content on the WordPress website to optimize SEO.
- Expand FBC's online presence to reach larger audiences in the digital space.
- Execute a marketing strategy to drive traffic to the website.
 - Assist in brand guideline development and maintenance as needed.

Analytics: 10%

- Gather and analyze digital and web analytics and address issues on a functional level.

Provide other communication/organizational support on an ad-hoc basis through the organization: 10%

This job description is provided to capture the primary components of this role. It is not meant to be an exhaustive list. An individual may be required to perform other tasks which may not be listed but are consistent with the general intent of this role.

From time to time, Food Banks Canada may make changes to this job description. Reasons for such changes include, but are not limited to, changes in business processes and practices, technology changes, legal requirements, network feedback, or changes to organization structure and reporting relationships.

Education, Qualifications & Experience

- Post-secondary degree or certificate in Communications, Marketing, Journalism, or previous experience in a communications or social media role.
- Exceptional writing and editing skills. Must have the ability to identify tone and style for effective messaging for diverse audiences, with attention to detail, phrasing, and word choice.
- Excellent time and project management skills organized and task-oriented, with an ability to respond in a timely fashion to inquiries and team communications.
- Tact, political acuity, ability to elicit emotion and inspire action through words and content.
- Experience in digital content production or graphic design is an asset.
- Analytical skills that allow for understanding and drawing key implications from various digital marketing KPI measurement tools.
- Strong knowledge of WordPress, Photoshop, design, and minor video editing strongly desired.
- Proficiency in Microsoft Excel, Word, PowerPoint, and Outlook.
- Proven ability to exercise diplomacy and good judgment.
- Ability to work independently using strong initiative.
- Ability to work as part of a cross-functional team.
- Commitment to FBC's mission and values.
- Experience working with teams at all levels from junior to C suite.
- Professional and self-confident.
- Initiative, self-starter, ability to work with little supervision.
- Excellent interpersonal skills and tact (political acuity).
- Thrives in a fast-paced, dynamic environment.
- Flexible to multiple department input.
- Fluency in French an asset.

Time Requirements

This position is a full-time remote position. It has flexible hours as the nature of the work and the time zone differences must be taken into consideration when determining hours of work. It is understood that all team members are often required to work irregular hours to ensure that the objectives of the organization are being met. This includes the potential for some evenings and weekends.

Location:

This position will be a home-based position. The candidate must have a location within their residence (or alternate location) with appropriate work environment for required focus away from distractions to allow productivity. Food Banks Canada will provide a laptop, along with access to a VOIP phone system.

Physical Requirements

Sitting, computer, reading and inputting data.

Training and Orientation

Orientation for this position will be provided to ensure understanding of the role, access to information required to perform the responsibilities. An annual training budget is available for each employee to fulfill their professional and personal needs.

Compensation

\$48,600 to \$60,800, depending on candidate's experience and capabilities brought to the position. The successful candidate will also participate in Food Banks Canada's comprehensive benefits program as well as our RRSP matching program.

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Agreements

The successful candidate is required to sign Confidentiality and Intellectual Property and Non-Solicitation and Conflict of Interest Agreements.

Accountability

The Content Officer reports to the Director of Communications.

FBC is committed to workplace diversity, equity, and inclusion - principles that are fundamental to our mission. We welcome applicants from diverse backgrounds, and we seek to maintain a welcoming, inclusive, and high-performing culture in our office.

Food Banks Canada is also committed to an inclusive, barrier free recruitment and selection processes. If contacted for an employment opportunity, please advise if you require accommodation.

We thank all those who apply but only those applicants who are selected for an interview will be contacted.

Visit www.foodbankscanada.ca for more information about our organization.