

# JOB POSTING

## COMMUNICATIONS AND CONTENT MANAGER



Daily Bread Food Bank works towards long-term solutions to end hunger and poverty and runs innovative programs to support individuals living on low income and experiencing food insecurity. Daily Bread distributes fresh and shelf stable food, and fresh-cooked meals to 126 member agencies and 189 food programs across Toronto. Daily Bread also publishes the influential Who's Hungry report - an annual survey measuring trends in food insecurity and poverty in Toronto to educate the public and spark policy change.

Daily Bread offers an inclusive and engaging workplace culture, a competitive salary and comprehensive **employer-paid** benefits package. The wages and benefits paid to Daily Bread Food Bank's full-time staff meet the requirements of the [Ontario Living Wage Network](#)

Other highlights include:

- 35-hour work week
- flexibility to work remotely
- free lunch on-site daily
- professional development stipend
- volunteering opportunities

We strive to create a culture where staff and volunteers feel valued with regular appreciation initiatives such as *Thanksgiving Week* in October, extra days off throughout the year, and social and educational events.

<b>Job Title:</b>	Communications and Content Manager
<b>Reporting to:</b>	VP, Marketing and Communications
<b>Salary:</b>	\$70,000 to \$76,000 commensurate with experience.
<b>Terms:</b>	35 hours a week / Permanent – Full-time Some weekend, evening and holiday work will be required.  <i>Daily Bread offers a competitive employer-paid benefit package after three months and an opportunity to join the Group RRSP plan after one year.</i>
<b>Location:</b>	191 New Toronto Street, Toronto, ON, M8V 2E7

### Position overview

As the Communications and Content Manager, you will play a key role in raising brand awareness and public support for Daily Bread Food Bank, through online and offline channels. You will lead exciting and creative projects that amplify our mission, vision, values and share our impact. This will require leadership on team initiatives and strong project management skills.

The ability to communicate clearly, take ownership of work and provide regular status updates to internal and external stakeholders will be essential for success. You will be reporting to the Vice President, Marketing and Communications,

## **Responsibilities**

- Lead project development and implementation of marketing and communication plans to increase brand awareness and public support.
- Work closely with internal teams to develop and produce professional, creative content (print and digital) that meets Daily Bread's brand guidelines and project objectives.
- Carry out regular website maintenance (WordPress): update and format content, execute change requests from internal departments, monitor website to ensure all content is up to date.
- Implement website improvements, create microsites/landing pages and use best practices for optimal quality and performance.
- Actively source content across the organization for use in Daily Bread's various digital and print publications and maintain content calendars.
- Write / edit / proofread content for Daily Bread's various platforms and stakeholders.
- Develop and distribute print and digital communications including newsletters, e-blasts, special reports, donor engagement pieces, etc.
- Execute social media strategy, manage social content development, and oversee community engagement.
- Oversee photography, videography, graphic design, and special projects
- Oversee paid search and digital display strategy.
- Report on all digital content metrics
- Support with media relations (releases, pitches, statements, events, social, tracking)
- Work closely with other departments to develop presentation decks that clearly communicate objectives and follow brand guidelines.
- Track Marketing and Communications creative briefs and project status updates.
- Coordinate archive of communication materials, including photography and video files, stories, printed materials, etc.
- Maintain invoice files for Marketing/Communications/Design projects
- Keep up to date with current creative trends to support continuous development and improvement of brand voice

## **Education/Experience (or equivalent)**

- University degree or college diploma in Marketing / Communications / Public Relations or related field or equivalent combination of education and work experience.
- 4+ years professional experience in multi-channel communications and marketing.
- Demonstrated knowledge of marketing and communication tools and strategies.
- Experience cultivating and maintaining productive relationships with diverse stakeholders.
- Demonstrated intermediate to advanced skill in the use of CMS platforms (WordPress)
- Intermediate to advanced experience using email marketing tools (MailChimp) to design and deploy various forms of communications.
- Experience with Google Analytics (tracking and reporting) and knowledge of SEO best practices
- Proficiency with Microsoft Office (Word, PowerPoint, Excel)

- Proficiency with Adobe Creative Suite (Photoshop, Illustrator, InDesign) and HTML

### Key Competencies and Skills

- Always professional and collaborative – you're all about attention to detail, teamwork and taking ownership of your work
- Exceptional writing/copy editing skills
- Exceptional project management skills and ability to prioritize
- Ability to assess what is visually appealing and work with within brand guidelines
- Excellent attention to detail is a must
- Must be adaptable and dependable
- Ability to work well under pressure and meet deadlines
- A positive attitude, with a strong desire to learn and the ability to take initiative
- A love of community and a passion for ending hunger!

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### How to Apply

To be considered, please submit a resume and cover letter for the role by **May 23, 2022**, to Human Resources – [hr@dailybread.ca](mailto:hr@dailybread.ca). Candidates are also encouraged to submit writing, content and/or design samples for review. Interviews for the position will be conducted on a rolling basis.

***Daily Bread Food Bank is an equal opportunity employer and encourages applications from members of designated groups. Persons with disabilities who need accommodation in the application process, or those needing job postings in another format, please e-mail a request to Human Resources.***

*To support Daily Bread's mandatory Covid – 19 vaccination policy, candidates/employees being considered for employment are required to provide proof of vaccination as a condition of employment prior to their start date unless they have been provided with accommodation in accordance with the Human Rights Code.*

Daily Bread Food Bank thanks all individuals who apply for this position and will only contact candidates who are selected for an interview.