Daily Bread Food Bank

Job Description

Marketing and Communications Manager (Maternity Leave – 14-Month Contract)

Daily Bread Food Bank works towards long-term solutions to end hunger and poverty and runs innovative programs to support individuals living on low incomes and experiencing food insecurity. Daily Bread distributes fresh and shelf-stable food, and fresh-cooked meals to 129 member agencies and 205 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.

Job Title	**Marketing and Communications Manager**
Department	**Marketing and Communications**
Salary Level	**9**
Reporting to	**Vice President, Marketing and Communications**
Direct Report(s)	**Senior Marketing and Communications Coordinator**

Daily Bread offers an inclusive and engaging workplace culture, a competitive salary and a 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 considerations for you:

- 15 days of paid vacation per year.
- Paid sick leave days.
- Active social committee.
- Free on-site parking.
- Free daily lunches when on-site at 191 New Toronto St office.
- Recognized as one of Greater Toronto's Top Employers (2024).
- Awarded Canada's Most Admired Corporate Cultures by Waterstone Human Capital (2023 & 2024).
- Recognized as a 5-star rated charity by Charity Intelligence Canada (2023).
- Creative, kind, fun, and passionate team culture.

POSITION OVERVIEW

The Marketing and Communications Manager will play a key role in raising brand awareness and public support for Daily Bread Food Bank through online and offline channels. The successful candidate will lead exciting and creative projects that showcase our impact and amplify our mission, vision and values.

Reporting to the Vice President, Marketing and Communications, this role requires leadership on team initiatives and exceptional skills in writing, editing and project management. The ability to communicate clearly, take ownership of work and provide regular status updates to internal and external partners will be essential for success.

KEY RESPONSIBILITIES

Strategy and project management

- Support strategic planning and implementation of marketing and communications plans to increase brand awareness and public support
- Oversee development of key print and digital communications including reports, newsletters, and marketing collateral
- Special projects and key partnerships oversight as needed
- Support with paid digital marketing initiatives as needed (search, digital display, other)
- Support with social media management as needed (back up for Social Media Manager)

Editorial content

- Lead editorial content development across the organization
- Work closely with internal teams to produce professional, creative content (print and digital) that meets Daily Bread's brand guidelines and project objectives
- Write and edit a variety of content for Daily Bread's various platforms and audiences
- Oversee graphic design requests to be produced in-house or in collaboration with freelance graphic designer(s)
- Lead development and deployment of the monthly email newsletter
- Track and report on email marketing key metrics and identify optimization opportunities
- Review and approve fundraising campaign content to ensure accuracy, brand alignment and language consistency (i.e. direct mail packages, cultivation emails, special reports, etc.)
- Oversee photography and videography projects

Media relations

- Media relations support as needed (i.e. on-site support, coordination of interviews, responding to stat inquiries, etc.)
- Support in development and review of media communications including key message documents, press releases, media advisories, etc.
- Lead editorial content development for CBC's Make the Season Kind campaign

Website management

- Website optimization to ensure clean functionality
- Development of key landing pages, working with web developer on implementation of upgrades for optimal quality and performance
- Liaise with marketing agency on any key website projects

People management

- Manage a direct report
- Develop opportunities and plans that support continuous professional development and growth

POSITION REQUIREMENTS

Daily Bread Food Bank

The Marketing and Communications Manager will have a combination of the following elements of experience and credentials, demonstrated core competencies and compelling personal attributes.

Education and professional experience/skills

- University degree or college diploma in marketing, journalism, communications, public relations or related field or equivalent combination of education and work experience
- 7+ years of professional experience in multi-channel communications and marketing
- Demonstrated knowledge of marketing and communications tools and strategies
- Experience cultivating and maintaining productive relationships with a variety of partners
- 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
- Knowledge of content accessibility guidelines and compliance
- Proficiency with Microsoft Office (Word, PowerPoint, Excel)
- Proficiency with Canva
- Proficiency with Adobe Creative Suite (Photoshop, Illustrator, InDesign) and HTML

Key competencies

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

Some weekend, evening and holiday work will be required.

How to Apply

To apply, please send your resume and a cover letter outlining your interest in joining the Board and how your experience aligns with this role by clicking on the link below.

Apply Here

Please send your application by 5:00 PM EST on May 19, 2025.

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 at hr@dailybread.ca or call 416.203.0050. Daily Bread Food Bank thanks all individuals who apply for this position and will only contact candidates who are selected for an interview.