

Durham Farm Fresh Marketing Association 2021 Summer Employment

Employer: Durham Farm Fresh Marketing Association (DFFMA): www.durhamfarmfresh.ca
Position: Marketing Assistant
Term of Work: Start date: Immediate
20 hours per week for 16 weeks
Hourly Rate: \$17.00/Hour

Tasks and Responsibilities:

As the Marketing Assistant, you will focus on increasing value to our members and promoting member engagement.

Tasks will include:

- Assisting in the development and scheduling of communications – social media posts, press releases, newsletters, advertisements, etc.
- Research and plan education and training opportunities ie. Webinars, workshops
- Provide marketing support to members through social media/online presence audits, complete with recommendations to increase marketing outreach and engagement
- Create and implement an effective, targeted member recruitment strategy to attract new members to DFFMA
- Research and develop new initiatives that comply with COVID 19 protocols and procedures that may benefit DFFMA and its members
- Enhancing the DFFMA website with current and pertinent educational material - durhamfarmfresh.ca
- Develop a social media calendar of events and appropriate content.

Qualifications:

- Must be mature, responsible, creative, enthusiastic, excellent time management, able to work independently and as part of a team
- Excellent computer & graphic design skills, proficiency with Microsoft Office software, including Word, Excel, PowerPoint and Outlook, as well as video chat platforms and file transfer apps.
- Demonstrated ability to use social media channels effectively to deliver marketing & educational content
- Excellent research and writing skills.
- Agricultural knowledge and awareness of opportunities and challenges an asset
- Must be 15- 30 years old
- Preferred if enrolled full-time in high school, college or university or a recent graduate
- Experience and/or enrolment in one of the following programs will be an asset: Graphic design, Agriculture and Food, Education, Marketing, Media, Communications, and/or Event Management.
- Successful candidates require a valid Ontario driver's license and vehicle as occasional site visits may be necessary
- Due to COVID 19 protocols and procedures, access to a home office will be required
- Access to high-speed internet, personal computer, phone as asset

Please apply with resume and covering letter describing your experience and qualifications to:

Tracey Werry, Program Coordinator, Durham Farm Fresh Marketing Association, coordinator@durhamfarmfresh.ca

We thank all applicants, however, please be advised that only those applicants selected for an interview will be contacted. *Of critical importance is the health and safety of staff and volunteers. Due to COVID 19, application screening and remote interviewing may be conducted.*