

## Durham Region Federation of Agriculture 2023 Employment

**Employer:** Durham Region Federation of Agriculture - Durham Farm Connections:  
[durhamfarmconnections.ca](http://durhamfarmconnections.ca)

**Position:** Agriculture and Food Sector Marketing Assistant (Local Food & Farming Ambassador)

**Term of Work:** Start date: no later than June 26, 2023  
30 hours per week for 9 weeks; some evenings & weekends, and travel required.

**Application Deadline:** Intake until position is filled

**Hourly Rate:** \$17.50/Hour

### Tasks and Responsibilities:

This position requires the research, development and marketing of agricultural education material and resources used in the programs affiliated with the All About Farming mobile exhibit and Local Food Trailer of Durham Farm Connections.

### Tasks will include:

- As a food & farming ambassador, promote local food and farming, to increase the awareness and access to fresh, healthy food for all residents through events and programs utilizing the All About Farming mobile education exhibit and the local food demonstration trailer
- Assisting other team members, create awareness of and promote the availability of the All About Farming mobile education exhibit and the local food demonstration trailer to potential users and events.
- Engage audiences using the interactive components of the mobile education exhibit and local food demonstration trailer to provide a captivating and educational experiential experience to meet the goal of increasing awareness and understanding of the local farming and food system.
- In concert with other team members, ensure both the mobile exhibit and the food demonstration trailer are adequately stocked, clean and in good condition for all events where they will be utilized
- Assisting other team members, liaise with agricultural & food organizations to ensure current materials and supplies are available for both the mobile exhibit & food demonstration trailer
- Communicate clearly & effectively & work with the organization's volunteers & other team members to develop creative messaging which can be used for content for both the mobile exhibit and food demonstration trailer

### Qualifications:

- Must be mature, responsible, creative, enthusiastic and interested in agricultural education
- Excellent verbal communications skills
- Exhibit initiative and have a collaborative approach to learning and working, while also able to work independently and remotely
- Working knowledge of Microsoft Office applications, virtual meeting platforms and cloud/online
- Demonstrated ability to use social media channels effectively to deliver marketing & educational content
- Above average 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: Agriculture and Food, Education, Marketing, Media, Communications, and/or Event Management.
- Successful candidate require a valid Ontario driver's license and have access to a reliable vehicle.
- Access to a home office will be required.

**This position receives funding through the Canada Summer Jobs 2023 program and eligible candidates must be a Canadian citizen, permanent resident, or person who has been granted refugee status in Canada under the Immigration and Refugee Protection Act.**

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

Karen Yellowlees, Administrative Coordinator, Durham Region Federation of Agriculture, 4441 Malcolm Road, Nestleton, Ontario L0B 1L0 or [drfagric@gmail.com](mailto:drfagric@gmail.com)

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, application screening and remote interviewing may be conducted.*