

Durham Region Federation of Agriculture 2024 Employment

Employer: Durham Region Federation of Agriculture-Durham Farm Connections:
www.durhamagriculture.ca durhamfarmconnections.ca

Position: Digital Marketing & Communications Assistant

Term of Work: Start date: no later than June 30, 2024
30 hours per week for 9 weeks; occasional evenings may be required.

Application Deadline: Intake until position is filled

Hourly Rate: \$18.75/Hour

Tasks and Responsibilities:

This position requires the research, development and marketing of agricultural education material, resources used in the programs provided by Durham Region Federation of Agriculture & Durham Farm Connections.

Tasks will include:

- Use digital technologies to design and develop creative content for the Durham Region Federation of Agriculture & Durham Farm Connections websites, associated social media channels and marketing initiatives to increase audience engagement
- Develop & Edit video content for use in online tools to enhance delivery of Durham Farm Connections education programs
- Communicate clearly & effectively & work with organizations' volunteers & other team members, to develop the ongoing design and digitization of the education programs & resources relevant to the mandates of the 2 organizations, related to public outreach and members issues.
- Create content to be used in digital newsletters, email and training guides directed to volunteers, board & organization membership to increase engagement & retention
- Develop content to promote the organizations' programs & activities to appeal to & sustain readers' curiosity, including to be used in web content, blogs, podcasts, videos and print
- Create awareness and educational materials to promote Farm Connections and agriculture (video & social media)
- Develop current and pertinent education material for the Durham Farm Connections website durhamfarmconnections.ca
- Develop and update content for the Durham Region Federation of Agriculture website relevant to agriculture issues & resources important to members www.durhamagriculture.ca
- Develop a social media calendar of events and appropriate content for both DRFA & DFC

Qualifications:

- Must be mature, responsible, creative, enthusiastic and interested in agricultural education
- Excellent computer & graphic design skills, proficiency with Microsoft Office software, including Word, Excel, PowerPoint and Outlook, Graphic design apps, as well as virtual meeting platforms, file transfer apps and cloud/online (Google Drive Preferred)
- 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, History, Media, Communications, and/or Event Management.
- Successful candidates require a valid Ontario driver's license and reliable vehicle.
- Access to a home office will be required.

This position receives funding through the Canada Summer Jobs 2024 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, putting **Digital Marketing Assistant** in the subject line to:

Karen Yellowlees, Administrative Coordinator, Durham Region Federation of Agriculture, 4441 Malcolm Road, Nestleton, Ontario L0B 1L0 or 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.*