



## **EMPLOYMENT OPPORTUNITY: Farm Café Marketing Assistant**

### **ABOUT OUR ORGANIZATION**

Envision a world where food is a right and not a privilege.

The Farm to Feast Cafe Association is a non-profit providing dignified access to locally sourced food, supporting the provincial goal that 20 % of all food purchased in NS be locally grown or produced. We work with partners to break the food insecurity cycle through dignified access to local food, teach food and garden literacy, provide meaningful work experiences, support the local economy by purchasing local food, and reduce our collective environmental footprint. In addition to selling locally sourced food at our cafe at NSCC Annapolis Valley campus in Middleton, we cater, prepare meals-to-go, and, this year, we are offering food and garden literacy programs, launching an in-person and online Farmers Market, and erecting greenhouses on campus.

At the Farm Café, we operate through an equity lens, ensuring that lived experience and first-person perspectives guide the services and programs we provide. “Nothing about us without us” is embedded in our practices from the board that oversees, the staff who run our programs, and the people and communities we welcome at our tables. Our mission of providing dignified access to food is rooted in the need to eliminate systemic barriers to food access and empowers marginalized communities to be a part of the process. We serve low-income populations; people living with disabilities, mental health and cognitive impairments, seniors, youth, new Canadians, people who identify as Black, African Nova Scotia, and Indigenous, lone parents, people experiencing homelessness, people who identify as belonging to the LGBTQ2SIA+ communities, and other racialized and/or marginalized groups.

### **ABOUT THE POSITION**

The Farm Café Marketing Assistant will be part of the CreateAction program and will join a national network of youth through peer learning and evaluation activities delivered by the program partners: the Canadian CED Network, the National Association of Friendship Centres, and Social Research and Demonstration Corporation.

The Farm Cafe Marketing Assistant's role will be to plan and execute a marketing campaign focused on selling prepared meals through our website, launching of our donations campaign, and increasing attendance at our Farmers Market in conjunction with the Farmers Market

Customer Relations Assistant. The Marketing Assistant will lay out a simple marketing plan for the coming year, developing templates to use for posting to social media platforms.

We are looking for a friendly, energetic, team-oriented person who likes creative problem solving and is personally invested in our mission of providing dignified access to food. Their personal investment will be key to authentically and effectively sharing information about Farm Café and its products and services.

The Farm Cafe aims to provide access to nutritious local food through a variety of socially innovative programs and services, and the Marketing Assistant will play an essential role in spreading our message.

## **OPPORTUNITY**

Key roles and responsibilities:

- Contribute to the development of new content for the Farm Cafe, Farmer's Market, Meals to Go, and Donations Campaign
- Create community engagement and marketing tools like surveys, webinars, video, etc.
- Assist the Farm Cafe team with coordinating special projects, meetings, events, etc.
- Assist with meetings and events as needed – including material preparation, promotion and set-up

## **ABOUT YOU**

You have an open-mind and a willingness to learn in a variety of environments. With many opportunities to develop and strengthen your lived experience and passions into soft, hard, and transferable skills, we expect you to come with the following knowledge and abilities:

- Attention to detail
- Ability to work independently and as part of a team
- Ability to learn in various environments
- Aptitude and interest in various technologies
- Knowledge of social media platforms
- Knowledge of design programs ie. Canva, InDesign, Illustrator, Photoshop or others
- Knowledge of various marketing tools and concepts

You can expect to develop the following skills:

- Strong communication skills
- Customer service skills in both a retail and food service environment
- Flexibility to adapt to changes in project requirements, scheduling, and deliverables
- An understanding of the inner workings of a non-profit organization
- The value of first-person voice and lived experiences
- Experience creating and producing various print and digital materials including business cards, brochures, presentations, and signage, etc.
- Experience in creating and maintaining project timelines

- Experience working with a diverse group of people with varying abilities who all play an essential role in a project's success
- An understanding of the rural and urban food systems
- Knowledge of local service organizations and the resources they provide to the community

We welcome applicants from a diverse range of candidates experiencing barriers to employment who are:

- Legally able to work in Canada (a Canadian citizen, permanent resident or a protected person as defined by the Immigration and Refugee Protection Act)
- Between the ages of 15 and 30 (inclusive) at the time of recruitment
- Involuntarily not in education, employment, or training and/or underemployed

## **COMPENSATION AND BENEFITS**

This is a full-time contract position working 37.5 hours/week starting May 1, 2023 and ending October 27, 2023.

- We hope to offer continued employment after the end of this contract.
- Opportunities for learning, professional development and networking include the Mental Health First Aid course and gardening and cooking classes or demos offered through Farm Cafe and the Farmers Market.
- Website editing training provided.
- Monthly career development meetings
- Mentorship Plus intergenerational conversations

## **APPLICATION PROCESS**

Email your resume as an attachment in PDF format to [secretaryf2fc@gmail.com](mailto:secretaryf2fc@gmail.com) by noon on Friday April 14th, 2023.

Also attach:

- A cover letter that tells us why you are interested in this position and why you are passionate about “a world where food is a right and not a privilege.”
- A list of two personal references with their contact information

A criminal record check will be required upon hiring. We do not discriminate but need transparency for the safety *of the vulnerable sector we work with.*

If you have questions, please contact Dana at [secretaryf2fc@gmail.com](mailto:secretaryf2fc@gmail.com).