



Communications Assistant
Fixed Term, Full Time (30 hours/week)
Term: June 7th - September 24, 2021 (16 weeks)
Location: Downtown Toronto
Salary: \$17.00/hour

Not Far From The Tree (NFFTT), a project of MakeWay Charitable Society, puts Toronto's abundance of local fruit to use by picking and sharing the harvest via a one-third model. NFFTT has picked and shared over 180,000 pounds of fruit since 2008, and schedules over 300 fruit picks per season. Not Far From The Tree builds community, fosters environmental sustainability and enables access to an existing supply of healthy, local food.

The Opportunity

We're seeking a creative, skilled communicator for the position of Communications Assistant to help generate content and graphics across NFFTT's communications channels including social media, print materials, and website. Working with the Project Team, you'll produce engaging communication content that highlights the activities, achievements and stories of NFFTT's fruit picking program and community events. You'll help promote NFFTT programs and events, engage our constituents and boost follower engagement.

Who We're Looking For

- You have an eye for design, and are able to create beautiful marketing materials in adherence with brand guidelines;
- You have a passion for storytelling and can create compelling, easy to understand content across a variety of communications channels;
- You can take any type of content (brochure, one-pager, etc.) and turn it into a beautiful design
- You're great at social media, and can create, source, and share content that resonates with NFFTT's followers and supporters;
- You're an effective communicator, with excellent writing and grammar skills;
- You have great interpersonal skills and are comfortable talking to and interviewing people to get testimonials to support program evaluation and communications content;
- You're also happy to get outside, attend fruit picks, and interact with our volunteers and community.

Key Responsibilities

- Take video footage and/or photographs at fruit picks and interview NFFTT constituents to produce impactful communications and social media content;
- Create beautiful and engaging graphics to support NFFTT's communication strategy (i.e. social media graphics, brochures, handouts, posters, newsletter headers, etc.);
- Write content to be featured in NFFTT's newsletter and blog;
- Schedule and post engaging, relevant content on NFFTT's social media channels, including Twitter, Facebook, and Instagram, and Facebook and Instagram stories;
- Ensure a consistent voice and brand identity across communications, and that communications reaches a wide diverse range of stakeholders;

- Track effectiveness of social media content and make recommendations to enhance engagement.

Qualifications

- Graphic design expertise; ability to create beautiful materials that convey a compelling message;
- Experience using Adobe Creative Suite, Canva, Hootsuite, Mailchimp and/or Wordpress to design and disseminate communications;
- Experience developing promotional content and written communication materials with a focus on storytelling for a variety of print and web channels;
- Excellent communication, writing and editing skills;
- Exceptional interpersonal and active listening skills, and the ability to engage stakeholders and program participants in interviews for story collection;
- Experience assisting with organizational or non-profit social media management;
- Able to work collaboratively with coworkers and a diverse group of stakeholders in a goal-oriented environment;
- Evening and weekend availability to attend picks is considered an asset.

This position is funded by Canada Summer Jobs. To be eligible, the successful applicant must:

- Be between 15 and 30 years of age at the start of the employment;
- Be a Canadian citizen, permanent resident, or person to whom refugee protection has been conferred under the Immigration and Refugee Protection Act for the duration of the employment; and,
- Have a valid Social Insurance Number at the start of employment and be legally entitled to work in Canada in accordance with relevant provincial or territorial legislation and regulations.

How to Apply:

Please send a resume, cover letter and your portfolio materials to pickme@notfarfromthetree.org with “Communications Assistant” in the subject line. The deadline for applications is **Friday May 21, 2021 at 5pm.**

Portfolio Materials: Please include one short writing sample (one page maximum) and two examples of graphic design, or a link to your personal portfolio in your application.

In your cover letter, help us understand why you’re an excellent candidate by addressing the following:

1. What excites you about working at Not Far From The Tree, and this position in particular?
2. Make connections with your resume — how have your past experiences will translate into success in this position?
3. Tell us why you think that you are our ideal candidate.
4. What skills or experiences do you look forward to developing during your time at Not Far From The Tree?

*Not Far From The Tree is a project of MakeWay Charitable Society.
For more information, please go to makeway.org*

*MakeWay is strongly committed to creating a diverse workplace environment and we welcome and encourage applications from the communities we serve.
We are proud to be an equal opportunity employer.*

MakeWay will provide accommodation during all steps of the selection process, upon request, to applicants with disabilities. Please advise us if you need any accommodation.