

VOLUNTEER OPPORTUNITY AT SOCIAL HARVEST

CONNECTING COMMUNITY MEMBERS WITH LOCALLY GROWN FRESH FOOD

SOCIAL HARVEST IS A SOCIAL ENTERPRISE AND URBAN FARM LOCATED IN THE FORBES NEIGHBOURHOOD OF OTTAWA. WE ADDRESS FOOD INSECURITY IN OUR COMMUNITY THROUGH A RANGE OF ACTIVITIES.

POSITION DESCRIPTION:

The Marketing & Social Media Volunteer will be required to develop a strategic communication plan for Social Harvest.

The communication strategy is to:

- Complete the marketing plan for Social Harvest including SWOT and PESTEL analysis
- Develop a communication strategy that includes media outreach and social media content
- Develop metrics strategy to ensure marketing impact analysis
- Identify specific products and activities that will reach the intended audiences with memorable and timely messages that foster awareness, understanding and engagement
- Involve audience segmentation and alignment of key messages to these segments on a local basis
- Propose a schedule of sustained communications products and activities across the fiscal year

VOLUNTEER RESPONSIBILITIES:

- Work under the supervision of the Project Officer
- Complete a marketing/communication plan for Social Harvest
- Create a Social Media strategy (MailChimp, Facebook, Twitter, LinkedIn, Instagram, Hootsuite)
- Develop a strategy to maximize the impact of program communications to achieve program results

REQUIREMENTS:

A) COMPETENCIES:

- Polite and friendly – personable
- Able to work independently
- Able to work from home
- Access to a computer with internet and Microsoft Office Suite
- Able to take directions



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RIDEAU-ROCKCLIFFE
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- Communicate effectively in writing and orally; to write comprehensive, clear, concise and accurate plans and communication products using plain, clear language
- Bilingual in both Canada's official languages (French and English) is a high asset

B) KNOWLEDGE:

- Bachelor's degree in Communications, Journalism, Public Relations or a related field (essential).
- Have a good understanding of various social media platforms (Facebook, Instagram, Twitter, LinkedIn)
- Experience with software like MS Office, Google Docs, Google Sheets, Hootsuite, etc.

BENEFITS:

- Getting involved in the community
- Receive the Canada Student Service Grant (If eligible)
- Building experience managing social media and marketing strategy of a social enterprise
- Assisting Social Harvest and the Rideau-Rockcliffe Community Resource Centre to best provide for those in need
- Studies show that volunteering has various health benefits
- Building skills for a resume and future job prospects

DAYS & TIME: project of 60-80 hours over 4 weeks to be scheduled when contacted.

ORIENTATION & TRAINING: Access to Incubator13 resources and training materials

HOW TO APPLY:

Send your resume and cover letter by June 20th to Theodore.Bisserbe@crrc.org & Myriam.Faucher@crrc.org with subject "Marketing & Social Media Volunteer Application"

Please detail in your cover letter why you would be an asset to Social Harvest and how you will be able to contribute to our communication strategic plan.

LEARN MORE ABOUT US:

Social Harvest

Rideau Rockcliffe Community Resource Center
815 St-Laurent Blvd
Ottawa, ON K1K 3A7
613-745-0073 ext. 132
<https://www.socialharvestottawa.ca/>

