



Communications and Campaign Coordinator

Posted by: LifeCycles Project Society
Anticipated Start Date: July 29, 2019

Hours per week: 8
Wage: \$21.00 per hour

ABOUT

LifeCycles is a charitable society working to cultivate community health by connecting people with the food they eat and the land it comes from. We support the region in growing, accessing and eating local food in ways that foster biodiversity and enhance our urban environment. We run 6 projects on unceded Coast Salish Territories, most commonly in the territories of the Lekwungen and W_SÁNEC peoples – learn more about our work at lifecyclesproject.ca

LifeCycles is seeking an organized communicator to support the development of communications and campaigns. This is a new position within the organization, and will include donor and member management and the creation of newsletters, emails, social media and other communications content for specific audiences.

The Communication and Campaign Coordinator will work closely with LifeCycles Management Team to refine communications systems and ensure we create and distribute thoughtful, timely, well planned communications to our members, donors, and followers.

KEY ATTRIBUTES

- Able to work independently – you are a self-starter who can identify what needs to be done and get to it without being told.
- Able to work as part of a team – you are a clear and direct communicator who can both take and offer instruction and offer feedback on processes and practices to make improvements in the way things are done.
- Excellent communicator – you are a quick and talented writer able to craft communications to diverse audiences.
- Problem solver – you learn quickly, can identify problems or gaps and are excited to work to make things more efficient, and more impactful.

- You're interested in what we do – you have some understanding of the issues that drive LifeCycles.
- You are comfortable at a desk – you like and have some experience using IT communications tools to make things work more efficiently, and you feel comfortable using and learning new software.
- You are organized – you like creating and sticking to schedules and enjoy supporting the development of systems to keep multiple people organized and on task.

KEY RESPONSIBILITIES

Donor, Member and Sponsor Management

- Develop and refine LifeCycles contact management database to record key fields of information about our key supporters.
- Keep data on all key supporters tidy and up-to-date.
- Work with LifeCycles Management Team to refine systems for ensuring key supporters information is efficiently stored and appropriately used.

Communications Development

- Oversee the planning, development and distribution of LifeCycles quarterly eNewsletter (distributed through Mailchimp).
- Oversee the planning, development and distribution of LifeCycles monthly Volunteer eBulletin (distributed through our “Gleaning Hub” database).
- Oversee the planning, development and distribution of one social media campaign each quarter, in line with other communications needs.
- Support the planning, development and distribution of marketing materials for LifeCycles products and services (including tree care services, school workshops, backyard blend cider and quince paste).
- Ensure LifeCycles website is updated at least quarterly.
- Support the development and distribution of 2-4 press releases each year.
- Keep a media contact list up to date and develop key media relationships to help spread LifeCycles story and brand.
- Work with Program Managers to ensure strategic communications are being distributed across programs.
- Work with Program Managers to refine organizational communications planning, development and distribution procedures.
- Ensure all communications are aligned, on brand, and supporting key narratives and communications goals.
- Support evaluation of LifeCycles communications through project specific evaluations (ie surveys, interviews) and analysis of analytics from electronic communications platforms (ie Wordpress, Mailchimp, Google, Facebook, etc).
 - Develop organizational understanding of how our communications land and if/how they transform into actions.

TO APPLY

We ask that you submit a resume, cover letter, and up to 5 (digital) examples of communications content that you have created to Matthew Kemshaw at diggers@lifecyclesproject.ca

We sincerely thank all candidates for their interest. However, only those selected for an interview will be notified.

LifeCycles is an equal opportunity employer. LifeCycles celebrates diversity and actively seeks to understand and deconstruct hidden biases that unfairly privilege individuals and groups in the workplace and society. Applicants who would like to be considered for affirmative action are asked to mention this in their cover letter.