

EMPLOYMENT OPPORTUNITY

Communications and Community Development Worker

ABOUT:

LifeCycles is seeking a summer staff person to support project communications, volunteer and tree recruitment, community engagement, and the coordination of special harvesting events for the LifeCycles Fruit Tree and Farm Gleaning Projects. This person will also help promote social enterprise products and services like the Backyard Blend Cider and our Tree Care Services.

The main objective of this role will be to help the story of the LifeCycles Fruit Tree Project reach a wider audience in the Capital Region and beyond. We have done extensive communications planning and want someone who can help us troubleshoot kinks in these systems and work out efficient methods for making the story of our community powered gleaning work more impactful.

KEY RESPONSIBILITIES:

Communications Development

- Work with Program Manager to implement project communications strategy.
- Oversee the planning, development and distribution of project eNewsletter
- Contribute to Social Media management (photos, content etc.) in line with other communications needs.
- Support the development and distribution of seasonal press releases and help schedule opportunities.
- Develop a media contact list to help spread LifeCycles and Fruit Tree Project story and brand.
- Work with Program Manager to refine the project's internal communications to ensure that volunteers and stakeholders are properly on-boarded, trained and informed about impacts of project activities
- Support evaluation of Fruit Tree Project communications through project specific evaluations (ie surveys, interviews) and analysis of analytics from electronic communications platforms

Campaign and Marketing Management

- Work with the team to support the planning, development and implementation of the marketing strategy for LifeCycles products and services (including tree care services, workshops, backyard blend cider and quince paste sales).
- Ensure all communications are aligned, on brand, and supporting key narratives and communications goals.

KEY ATTRIBUTES:

- You are a self-starter, but also able to work as part of a team
- You are a clear and direct communicator both verbally and in writing
- Problem solver – you learn quickly, can identify problems or gaps and are excited to work to make things more efficient, and more impactful.
- 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.
- Community Oriented – you can liaise with the community and run special events like outreach, family days, and community sharing.
- Awareness of food security issues and sustainability on Vancouver Island and in BC
- Takes Direction – you are able to implement strategic communications
- Entrepreneurial Spirit – experience with business, sales or marketing is an asset

POSITION DETAILS:

Start Date: July 27, 2020
35 Hours per week, 8 weeks
Wage: \$18.60 /hr

Funding for this position is provided by Canada Summer Jobs. Applicants must be between 15 and 30 years of age to be eligible.

Send applications by email to info@lifecyclesproject.ca by **Sunday, July 19, 2020**

Please email your application materials (resume and cover letter, ideally as one pdf) with the subject line: "Communications & Community Development Worker."

****Please include your last name in the filename(s) of your application materials.****

LifeCycles Project Society is an equal opportunity employer. We encourage women, people of Indigenous ancestry, people of colour, LGBTQIP2SA individuals and members of other diverse communities to apply for careers with our organization. LifeCycles runs programs on unceded Coast Salish Territories, specifically of the Lekwungen and W_SÁNEC peoples.

We thank everyone for their interest, but only those selected for interviews will be contacted.