

# MEAL EXCHANGE

**JOB TITLE:** Media and Communications Coordinator

**ANTICIPATED START DATE:** June 15 2018

**LOCATION:** Meal Exchange National Office: 401 Richmond St. W, Toronto, Ontario

## **About Meal Exchange**

Meal Exchange is a national registered charity that empowers post-secondary students to take an active role in improving their local food system. Through research, educational activities and connecting with campus and community stakeholders, our programs support post-secondary students to build more just and sustainable food systems on campuses and with local communities.

Our vision is a country where everyone has access to affordable, healthy, sustainable and socially just food. Our national office, based in Toronto, provides support, resources and mentorship to students on 40 campuses across Canada. Each summer, we hire more than 20 motivated students across Canada to provide meaningful job experiences that provide personal growth and positive impact in the community.

## **Job Description**

Meal Exchange is looking for a passionate, motivated and dynamic student to join our National Office team as the Media and Communications Coordinator. Telling the story of Meal Exchange and our national network of student leaders is central to our work. In the past year, Meal Exchange has had media exposure in over 70 print and online newspapers including MacLean's Magazine, the Globe and Mail and the Toronto Star. With momentum building in Meal Exchange's programs, we are looking for a student with strong written and oral skills and a passion for communications from tweets to press releases. This is an opportunity to work with a national network of students, food systems leaders and a systems-change organization.

## **Major Responsibilities**

The Media and Communications Coordinator will work with the national network and office to enhance the outreach and communication of Meal Exchange. The Media and Communications Coordinator will support the development of a communications strategy and strategic communication plan. The Coordinator will also create content including social media, blog and newsletter content throughout the summer.

## **Key Roles:**

- Work with Meal Exchange team to develop a strong organizational communications strategy
- Develop press release content
- Develop a strategy for social media engagement
- Support written communications for Meal Exchange resources, blog, newsletter and social media
- Support Meal Exchange's online presence
- Collaborate with Meal Exchange national network of students and graphic designer to develop brand and promote brand consistency
- Support internal communications at Meal Exchange
- Support on other Meal Exchange projects and committees

## **Desired Skills:**

- Exceptional oral and written communication skills and strong attention to detail
- Ability to synthesize complex information, particularly for online communication for diverse audiences

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- Experience with developing press releases and newsletter content
- Highly organized, motivated and detail-oriented
- Able to work both independently and collaborate with others
- Openness to new perspectives and desire to do solutions-focused work with a diverse group of stakeholders
- Experience with a variety of online platforms (Mailchimp, Hootsuite, Google Analytics)
- Ability to work independently, multi-task, manage deadlines, and thrive in a fast-paced office with a large team distributed across the country
- Interest in food systems and post-secondary campus engagement

## **HOURS:**

- 37.5 hours/week for 8-12 weeks [**exact hours dependent on Canada Summer Jobs Funding**]

## **WAGE:**

- \$14.00/hour [**wage dependent on Canada Summer Jobs Funding**]

## **To apply**

Please send a combined Cover Letter and CV to [summer@mealexchange.com](mailto:summer@mealexchange.com) with the subject “**Application for Media and Communications Coordinator, first and last name**”. Applications will be received on a rolling basis until April 20, 2018.

***Funding for this position is available for students returning to postsecondary school in the fall of 2018, under the age of 30 and eligible to work in Canada.***

Meal Exchange is committed to having a team that reflects the diversity of the issues and communities we work with. We welcome the wide range of experiences and viewpoints that researchers may bring, including those based on race, ethnicity, sexual orientation, gender identity and expression, ability, age and religion. We welcome both lived and academic experience, and encourage applicants to note this in their application. In our inclusive workplace, we work to assure everyone the right of equitable, fair, and respectful treatment.