

Social Impact Marketing

Greener Village is a charitable organization that has been caring for our Fredericton area community for over three decades. Greener Village increases food security in the Fredericton and surrounding area through its inclusive programmes and services. Our Vision is to provide access to high-quality foods and other products in a setting that promotes dignity, choice and self-esteem. Servicing the Greater Fredericton Area, we provide food relief to approximately 1,300 families a month, approximately 4,000 people. We are committed to providing outstanding services to every person who visits our centre.

Position Purpose The rising inflation has impacted food banks immensely. It has increased the cost of food procurement and drastically reduced food giving. Our aim is to help the community thrive and create awareness about all the initiatives at Greener Village and reach out to newer donors.

As we move into the new year and launch our capital campaign, we want to design targeted communication to donors, corporates, volunteers and other key groups.

A high priority of skill sets that we are looking for:

1. Content creation for social media, email and other communication channels
2. Design quick content (videos, posts) for campaigns
3. Creating monthly calendar of activities for digital media, community engagement

Responsibilities:

- This position will report to the Director of Development
- Support the marketing initiatives with the planning, executing, and tracking of marketing programs such as email, event, social media, or content marketing. Independently coordinate marketing and community events, including overseeing logistics, managing registrations, creating itineraries, and ordering marketing collateral.
- Coordinate product, event, or content email marketing campaigns, including copy, scheduling, testing, and database management.
- Create, proofread, and edit copy for various marketing channels, ensuring consistent voice.
- Assist with developing and managing content and social media marketing programs, including blogs, newsletter, website and public relations efforts.
- Evaluate and monitor campaign performance on an ongoing basis by analyzing key metrics, insights and creating comprehensive reports.
- Manage relationships with external audiences to ensure high-quality and timely execution of marketing programs, and to ensure competitiveness.

- Conduct market research and identify giving trends.
- Reporting to: Director of Development and Capital Campaign Manager

Qualifications

- Bachelor's degree in business administration, marketing, communications, or a related field
- 1-3 years of experience in marketing. Background in Social Impact would be an asset.
- Must have strong organizational and project management skills, as well as attention to detail.
- Excellent written and verbal communication skills, as well as outstanding copywriting and proofreading skills.
- Firm grasp on various marketing platforms, scheduling software, channels, and best practices, including social, digital, SEO, and email marketing.
- Familiar with video editing software and design platforms like Canva, InShorts
- Must be a self-starter and able to independently move projects forward, prioritize tasks, and meet deadlines.
- Must have strong analytical skills to create insights for Social media platforms.
- Occasional travel may be required

Experience and compensation

The successful candidate will have 1-3 years' experience or a degree in a related field.

Job Type: Full-time, Permanent, with a starting salary of \$43,680.

Benefits:

- Dental care
- Extended health care
- Life insurance
- Paid time off

Schedule: Monday to Friday

How to Apply: After reviewing the job description, please email resume to director@greenvillage.org . Strong applicants will be contacted as soon as possible to set up interviews. Applications will be accepted until December 31st 2022.