

Canada Summer Jobs: Veg Food Fest Assistant – Vendor Management and Communications

ABOUT THE ORGANIZATION

Founded in 1945, the Toronto Vegetarian Association (TVA) is Toronto's go-to resource for all things veg! For over 75 years, the TVA has worked to inspire people to choose a healthier, greener, more compassionate lifestyle through plant-based eating. The TVA's programming includes the curation of their flagship event, Veg Food Fest (September 10th to 12th 2021) – an annual plant-based festival that typically attracts over 40,000 visitors, 160 vendors, 50 hours of free programming when held in-person at the Harbourfront Centre, Toronto. Due to current health and safety regulations, Veg Food Fest was held digitally in 2020. This year's event will be a new, hybrid-digital model with potential opportunities for limited in-person engagement.

POSITION SUMMARY

The Veg Food Fest Assistant will be responsible for assisting the Toronto Vegetarian Association Team during the preparation and execution of the 38th annual Veg Food Fest (VFF).

Due to the effects of COVID-19, this year's VFF will look and feel very different to what it has in previous years and the individual in this role will play a significant part in helping the TVA to innovate and adapt our Festival(s) in real time.

They will be responsible for some vendor recruitment and communicating information clearly to vendors leading up to and during the Festival. There will be opportunities to collaborate on the digital and hybrid components of Veg Food Fest and assisting with creative content.

DUTIES AND RESPONSIBILITIES

- Carry out all duties and responsibilities meeting defined objectives of the vendor logistics management plan and identifying areas of success for improvement.
- Maintain and update vendor information database.
- Review, update, create, and circulate vendor information resources clearly to vendors leading up to the Festival.
- Create engaging and eye-catching vendor-related content.
- Respond to vendor questions on all aspect of the festival for either marketing, logistics, or content purposes
- Communicate and update vendor logistics information with staff members, and Veg Food Fest team.
- Assess and act quickly when concerns, questions, and unforeseen circumstances are raised prior to and during Veg Food Fest.
- Experience with digital content and video editing is an asset.

KNOWLEDGE, SKILLS, AND ABILITIES

- **Knowledge of:** event and vendor management; database management; Wordpress; the plant-based community and landscape; monitoring, evaluation, research and learning (MERL); digital marketing; and GTA non-profit landscape.
- **Skills in:** customer relationship management; written and verbal communication; creating training materials; copywriting; MacOS; cloud-based platforms, word processing, and spreadsheets; planning, scheduling and organizing work; and Wordpress as a publishing engine.

- **Ability to:** handle sensitive vendor inquiries; exhibit flexibility in work schedule and tasks; work various weekends or evenings; coordinate multiple activities and tasks; work independently demonstrating initiative; and positively represent the TVA.

REQUIREMENTS

- **Eligible for the Canada Summer Jobs program.**
- 1 - 2 years of experience in coordinating events and/or community-led projects. Experience coordinating large-scale events is an asset.
- Access to a computer and internet connection.
- Experience with Adobe Creative Suite (Illustrator, Photoshop), Canva, social media platforms, word processing, spreadsheets, e-mail, and cloud-based platforms.
- Experience with digital content and video editing is an asset.
- Excellent written and verbal communication skills.
- Work in a fast-paced environment, achieve deadlines and problem-solve when faced with high-pressure situations.
- Having a working computer, internet connection and access to phone services as this is a work from home position unless otherwise provided by the City where partial office work may be required
- **Knowledgeable of, enthusiastic about, and practice plant-based living.**

The TVA welcomes diversity and encourages applicants of any race, colour, religion, gender, gender identity or expression, sexual orientation, or national origin. If additional accessibility support is needed, please let us know. We think everyone should feel comfortable bringing their true selves to work, so we strive to be inclusive to all.

CANADA SUMMER JOBS ELIGIBILITY

It is mandatory that the successful candidate be eligible for the Canada Summer Jobs program.

In order to qualify for this program, the candidate must:

- Be between 15 and 30 years of age at the start of the employment position.
- Be Canadian citizens, permanent residents, or persons to whom refugee protection has been conferred under the Immigration and Refugee Protection Act.
- Be legally entitled to work in Canada in accordance with relevant provincial/territorial legislation and regulations.

The successful candidate must qualify for the Canada Summer Jobs (CSJ) program, be available for a start date of Monday, July 5th, 2021. There may be some flexibility on this start date.

CONTRACT: 8-weeks through the CSJ program with possible extension to 12 weeks, 35 hrs/week. This will be a predominantly remote position, with the successful applicant able to provide their own computer.

COMPENSATION: \$17/hr

TO APPLY:

- Email your **résumé and cover letter** addressed to the Executive Director at executivedirectortva@gmail.com quoting "Veg Food Fest Assistant" in the subject line.
- In your **cover letter**, please demonstrate how you meet the above qualifications and the impact the plant-based movement has had on you.
- MS Word or Adobe PDF attachments only.