



Veg Food Fest Marketing and Communications Assistant

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 9th to 11th 2022) – an annual plant-based festival that typically attracts over 40,000 visitors, 160 vendors, and 50 hours of free programming when held in-person at the Harbourfront Centre, Toronto.

DESCRIPTION

The Veg Food Fest Marketing and Communications Assistant will lead the creation of and scheduling content promoting the annual Veg Food Fest. The Veg Food Fest Digital Marketing assistant will promote the Festival's sponsors, vendors, and programming across Veg Food Fest digital platforms and assist with the oversight of physical promotional creatives. They will be responsible for creating content that is reflective of the TVA's mission, in accordance to the branding of Veg Food Fest, and engage target audiences. Under the guidance of the Executive Director, and as part of the Veg Food Fest team, the Veg Food Fest Digital Marketing Assistant will be responsible for successfully executing the digital marketing strategy for the 38th annual Veg Food Fest. The successful candidate must be social media literate, a stellar communicator, and have passion for creating memorable impressions. Responding to and managing inquiries from the public, press and media, and other partners will be a big part of this role, so the successful candidate must embody the positive, vibrant spirit that this so central to this event and brand. Getting press and media coverage will also be a significant responsibility, as well as communicating with attendees prior to and on the day of the event. This team member will also be responsible for capturing content to create buzz during and after the event. Additional duties as assigned. The successful candidate is the type of team member who is the first to put their hand up when help is needed and takes pride in saying 'yes, I can do that!'

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Carry out all duties and responsibilities meeting defined objectives of the Festival's digital marketing strategy and identifying areas of improvement for success.
- Create a content calendar in collaboration with the Engagement Coordinator
- Create original content reflective of the TVA mission and in accordance with the Festival's branding.
- Execute Veg Food Fest digital marketing campaigns across multiple social media platforms including Facebook, Instagram, and Twitter.

- Manage all social media platforms and support audience facing communication responding to questions, comments, or concerns with correct information.
- Monitor digital marketing channels for direct mentions of Veg Food Fest and related keywords, topics, or feedback to gain audience insights and improve campaign strategies.
- Expand the Veg Food Fest digital community and content reach.
- Maintain and update the Veg Food Fest website.
- Assess and act quickly when concerns, questions, and unforeseen circumstances are raised prior to and during Veg Food Fest.

KNOWLEDGE, SKILLS, AND ABILITIES

Knowledge of: social media marketing channels; digital marketing trends; social media algorithms; content management; social media advertising; the plant-based community and landscape; and the GTA non-profit landscape.

Skills in: Adobe Creative Suite; Wordpress, Canva; keyword research and Google Analytics; customer relationship management; copywriting and editing; content scheduling tools; graphic design; MacOS; cloud-based platforms, social media scheduling software; word processing, and spreadsheets.

Ability to: handle sensitive audience inquiries; exhibit flexibility in work schedule and tasks; work various weekends or evenings; perform live on-site social media coverage, coordinate multiple activities and tasks; work independently demonstrating initiative; and positively represent the TVA.

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, have a laptop to use, and be available starting mid-to-late June. There may be some flexibility on this start date. Applicant must be available for the weekend of Sept 9-11th, 2022

CONTRACT: at least 8-weeks (full time) through the CSJ program; 35 hrs/week. This will be a combination of in-person and remote, 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 Marketing and Communications 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