



Local Food Month Project Manager
April 2017 to October 2017
12-18 hours per week

Tides Canada is dedicated to a healthy environment, social equity,
and economic prosperity for all Canadians.

We bring giving, investing and doing under a single roof so that we can
accelerate positive change, achieve greater impact and advance solutions across Canada.

Project Overview

Farms at Work (FAW) is a project of Tides Canada. Our mission is to keep farmland in production and healthy in east central Ontario. We work primarily in three areas: new farmer support and training, farm stewardship, and community economic development through localization of the food system. Town Peterborough (TTP) is a volunteer, non-profit organization focussed on building resilience in local food, water, energy, culture and wellness through positive, practical responses to the impacts of climate change.

FAW and TTP have partnered since 2015 in bringing Local Food Month to Peterborough during the month of September. Our goal has been to build connections between consumers and local farmers, improving food literacy and achieving community economic development for the benefit of the urban and rural community. Details of past years' events may be found at <http://www.localfoodmonthptbo.ca> and on Facebook: <https://www.facebook.com/localfoodmonthptbo>

For the 2017 season, we have received funding to hire a Local Food Month Project Manager who will have overall management and co-ordination responsibility for Local Food Month, but with a special emphasis on fundraising, marketing and promotion. The manager will be an employee of Farms at Work/Tides Canada but will work with and report to a joint committee of the partners on the project.

Position Overview

The Manager will develop revenue streams, relationships with sponsors and administrative systems that build sustainability for Local Food Month in coming years. The successful applicant will gain valuable experience working in a non-profit environment, with the support of experienced sector and technical knowledge-holders.

Employment dates: Fixed-Term 29 week position will begin approximately April 1 (ASAP) and end October 2017

Location: Peterborough, Ontario

Hours of work: Hours will vary from approximately 12 to 18 per week

Salary: \$295 per week, plus statutory deductions and vacation pay

Key Responsibility Areas

The Local Food Month Project Manager will be responsible for:

1. Fundraising
 - o Work with partners TTP and FAW to develop 2017 fundraising strategy and budget
 - o Execute fundraising strategy, including securing ad sales and sponsorships

2. Marketing and Promotion
 - Work with partners TTP and FAW to develop a marketing and promotional plan aimed at increasing/enhancing local food literacy and the role of local food in the local economy
 - Coordinate production and distribution of marketing and promotional materials for Local Food Month, including social media and outreach
 - Update and maintain the Local Food Month web presence
3. Documenting all processes for the above responsibilities, to serve as a guide for future years, including the preparation of templates to be filed and shared with partners TTP and FAW
4. Working with partners TTP and FAW to ensure all requirements of grant funding are carried out in a timely fashion, including deliverables, recognition requirements and financial and other reporting; ensuring that revenue and expenses are fully documented and submitted according to budget using FAW (Tides Canada Initiatives) and TTP financial processes

Qualifications Required

The successful candidate will bring the following assets to the position:

- High level of experience with fundraising and knowledge of the Kawartha region
- Marketing and promotional management experience
- Experience working within a budget and tracking finances
- Strong facility with word processing, computerized spreadsheets and other basic office software
- Comfort with flexibility and varied work schedule, highly organized, able to multi-task
- Ability to work effectively with multiple stakeholders and sponsors
- Superior communication skills, both written and verbal
- valid Driver's licence and access to a reliable vehicle

How to Apply

Together with your resume, please forward a cover letter, which includes your responses to the following questions:

1. What interests you most about this position?
2. Based on our requirements, why are you a strong candidate?
3. Briefly tell us about your current/most recent job. Why are you looking for a change?

Please send your resume and cover letter to pat@farmsatwork.ca with 'Local Food Month Project Manager' in the subject heading. Applications will be accepted until the position is filled.

As Farms at Work is a project of Tides Canada, the selected candidate will be an employee of Tides Canada.

For more information, visit <http://www.farmsatwork.ca/> and <http://tidescanada.org/impact/initiatives>

***Tides Canada is strongly committed to creating a diverse workplace environment and we welcome and encourage applications from the communities we serve.
We are proud to be an equal opportunity employer.***

We appreciate the interest of all those who apply for this position. We will contact those invited for an interview by email within two weeks of application. No recruiters please.

**Uncommon Solutions.
Common Good.**