



MARKETING AND OUTREACH COORDINATOR

About Shoresh

Shoresh inspires and empowers our community to take care of the earth by connecting people, land, and Jewish tradition. Through nature-based Jewish education, healthy food production for tzedakah, environmental action, and sustainable Jewish products, we offer community members meaningful opportunities to be responsible stewards of the world around us. Serving the communities of Southern Ontario, Shoresh operates out of the Kavanah Garden in Vaughan, Bela Farm in Hillsburgh, and through schools, synagogues, camps, and community organizations throughout the Greater Toronto Area. Grounded in Canadian soil, Shoresh gets community members back to their Jewish roots!

Overview and Job Summary:

Shoresh Jewish Environmental Programs is seeking to hire a Marketing and Outreach Coordinator to develop and implement Shoresh's digital strategy in order to strengthen our online presence, build community, share our story, and promote Shoresh's ongoing programs and events.

Duties and Responsibilities:

The duties and responsibilities of the Marketing and Outreach Coordinator are as follows:

- Develop, implement and manage our social media strategy- Facebook, Instagram, Shoresh's blog post;
- Write, edit and send our monthly newsletter via Vertical Response;
- Manage, oversee and deliver regular, relevant and meaningful social media content;
- Manage, oversee and deliver regular promotion of our community events and programs to generate interest and participation;
- Stay up to date with the latest social media best practices and technologies;
- Communicate and collaborate with our education team to get on-the-ground, timely stories and images;
- Collaborate with Shoresh's Executive Director/Graphic Designer to create and deliver online campaigns;
- Manage and organize our photo library;
- Increase our online community and engagement

Schedule and Supervision

This is a 16-20 hour per week contract position from April 20th 2020 – April 30th 2021 (dates somewhat flexible). It requires the staff member to work some evenings and weekends (Sundays).

There is the potential for the position to continue beyond the term of the contract and also to become a fulltime salaried position.

The Marketing and Outreach Coordinator will be supervised by Shoresh's Managing Director.

Compensation

The position pays \$18-\$20/hour (based on experience) and includes paid staff training dates and paid vacation time.

Locations: Locations include, but are not limited to, Shoresh office at Bathurst and Wilson, Bela Farm in Hillsburgh (occasionally), and additional program sites in GTA.

Qualifications:

We are looking for someone to join our team who understands and is passionate about the issues addressed by Shoresh's programs and initiatives, and is committed to the values espoused by Shoresh. We are also looking for someone with the following skills/experiences:

- Minimum 3 years of relevant experience
- Excellent knowledge of Facebook, Twitter, Instagram, Hootsuite and other social media best practices
- Experience developing social media strategies and content
- Experience working with and developing a marketing and communications plan
- Proven ability to build a social media community
- Customer service and brand-building mindset
- Graphic design skills a plus
- Great storyteller, writer, researcher and photographer
- Strong analytical, planning, organizational, problem-solving, and time management skills
- Great interpersonal and communication skills

How to apply:

Please send your cover letter and resume to hire@shoresh.ca. All attachments must each be labeled with the applicant's full name. In your cover letter, please help us understand why you're the ideal candidate by addressing the following questions:

1. What interests you most about this position?
2. Based on the qualifications, why are you a strong candidate?
3. What excites you about Shoresh's mission?

Our sincere appreciation to all those expressing interest in this position, however, only those applicants invited for an interview will be contacted.

We will accept applications until the position is filled. No recruiters please.

Shoresh is an equal opportunity employer.