

## **JOB POSTING FOR COMMUNICATIONS COORDINATOR**

Canada Organic Trade Association (COTA) is a non-profit trade association based in Ottawa. COTA's mission is to promote and protect the Canadian organic sector to benefit the environment, the public and the economy. COTA recognizes organic farming and sustainable trade as the foundation of the organic sector and works to connect everyone along the organic supply chain.

COTA is looking for a passionate fully bilingual **Communications Coordinator**. COTA is looking for the ideal candidate who has exceptional communications abilities, an efficient and enthusiastic approach to their work and able to work in a fast-paced environment. This position is ideal for candidates with strong creative writing in English and French, strong organizational skills, active knowledge of social media and a base-level knowledge of design.

The **Communications Coordinator** will assist with the administrative components of COTA's campaigns, outreach plans and communication activities. The position will assist specifically in COTA's campaigns: Organic Month, Organic Campus Campaign and Choose Canada Organic Campaigns well as conferences/events planned throughout the year.

### **Duties & Responsibility**

The Communications Coordinator will assist COTA staff in external communications tools, such as website, newsletters, media communique, research publications, social media assistance and administration. The communications coordinator will design content and graphic images for various publications/banners, that are needed for COTA campaigns/tradeshows and engage with COTA stakeholders, vendors and the general public in carrying out tasks related to public trust initiatives, events and COTA's events and campaigns.

- Assist and carry out communication plan for department.
- Assist in public messaging and assist with media and social media strategies.
- Content development for various publications, websites and mail outs, in both official languages
- Research report assistance
- Oversee marketing materials reach their target audience and members/regional partners are engaged in campaigns/activities
- Design of content and marketing materials
- Website maintenance (Drupal and Wordpress)
- Communication on general inquiries
- Media monitoring and metric tracking
- Reports to senior management and the Board
- Complete administrative tasks
- Any other duties as assigned by the Executive Director

## **Qualifications**

### **Due to funding criteria, an applicant must meet the following criteria:**

- 30 years or younger when you start the internship
- unemployed, student or underemployed
- have not participated in any other Youth Employment and Skills Strategy program (that is, Agricultural Youth Green Jobs Initiative and/or Career Focus Program)
- a Canadian citizen or permanent resident.

\*\*Please note that international students on temporary work permits do not qualify due to funding restriction criteria.

## **Requirements**

- Bachelor's degree in communications, Marketing, Public Relations, Journalism, or related field.
- Proven experience in a communications role, preferably in a corporate or non-profit environment.
- Exceptional writing and editing skills, with the ability to tailor messaging for different audiences and channels.
- Strong interpersonal and collaboration skills, with the ability to work effectively across teams.
- Ability to multitask and prioritize projects in a fast-paced environment.
- Proficiency in Microsoft Office and experience with communication software and tools.
- Knowledge of social media platforms and digital marketing strategies.
- Detail-oriented with a commitment to accuracy and professionalism.

### **Job Specific Qualifications:**

- 2 years of experience in Communications, Marketing, Journalism or a related discipline and experience.
- Must be detail oriented with exceptional communication skills (written and oral).
- Must be able to manage tight timelines and display project management skills
- Must be fully bilingual in English and French, both in written and oral skills.
- Must have excellent working knowledge of Microsoft Office 365 tools.
- Must be familiar with various social media channels.
- Must be professional when engaging with the media or general public.
- Experience with Canva design or Photoshop programs will be considered a strong asset.
- Must be familiar with Word Press, experience with Drupal will be considered an asset.
- Experience with Adobe Illustrator and Photoshop will be considered a strong asset.

- Experience with Mail Chimp or Constant Contact will be considered an asset.
- Knowledge and experience in the environmental, food or organic sector will be considered an asset.

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**Deadline for Applications: April 17, 2024**

Please send resumé and cover letter to Tia Loftsgard [tloftsgard@canada-organic.ca](mailto:tloftsgard@canada-organic.ca)

**Job Posting Details:**

\$20.00/hour

30 hours/week (4 days per week)

**Start Date:** To be determined with successful applicant.