



**Communications Assistant**  
**Fixed Term, Part Time (10 hours/week)**  
**Term: October 1st - May 31st, 2022**  
**Application Deadline: October 5th, 2021**  
**Location: Toronto/ Remote**  
**Salary: \$17.00/hour**

Not Far From The Tree (NFFTT), a project of MakeWay Charitable Society, puts Toronto's abundance of local fruit to use by picking and sharing the harvest via a one-third model. NFFTT has picked and shared over 180,000 pounds of fruit since 2008, and schedules over 300 fruit picks per season. Not Far From The Tree builds community, fosters environmental sustainability and enables access to an existing supply of healthy, local food.

### **The Opportunity**

We're seeking a creative, skilled communicator for the position of Communications Assistant to help generate content and graphics across NFFTT's communications channels including social media, print materials, and website. Working with the Project Team, you'll produce engaging communication content that highlights the activities, achievements and stories of NFFTT's fruit picking program and community events. You'll help promote NFFTT programs and events, engage our constituents and boost follower engagement. In addition, this role will support NFFTT's fundraising efforts by designing impact reports and assisting in grant research.

### **Who We're Looking For**

- You have an eye for design, and are able to create beautiful marketing materials in adherence with brand guidelines;
- You have a passion for storytelling and can create compelling, easy to understand content across a variety of communications channels;
- You can take any type of content (brochure, one-pager, etc.) and turn it into a beautiful design
- You're great at social media, and can create, source, and share content that resonates with NFFTT's followers and supporters;
- You're an effective communicator, with excellent writing and grammar skills;
- You have great interpersonal skills and are comfortable talking to and interviewing people to get testimonials to support program evaluation and communications content;
- You're also happy to get outside, attend fruit picks, and interact with our volunteers and community.

### **Key Responsibilities**

- Take video footage and/or photographs at fruit picks and interview NFFTT constituents to produce impactful communications and social media content;
- Create beautiful and engaging graphics to support NFFTT's communication strategy (i.e. social media graphics, brochures, handouts, posters, newsletter headers, etc.);
- Write content to be featured in NFFTT's newsletter and blog;
- Schedule and post engaging, relevant content on NFFTT's social media channels, including Twitter, Facebook, and Instagram, and Facebook and Instagram stories;

- Ensure a consistent voice and brand identity across communications, and that communications reaches a wide diverse range of stakeholders;
- Track effectiveness of social media content and make recommendations to enhance engagement.
- Lead the creation of NFFTT's Impact Report by gathering stats, images and creating content to share the year's impact.
- Assist the Project Director in identifying financial growth opportunities

### **Qualifications**

- Graphic design expertise; ability to create beautiful materials that convey a compelling message;
- Experience using Adobe Creative Suite, Canva, Hootsuite, Mailchimp and/or Wordpress to design and disseminate communications;
- Experience developing promotional content and written communication materials with a focus on storytelling for a variety of print and web channels;
- Excellent communication, writing and editing skills;
- Exceptional interpersonal and active listening skills, and the ability to engage stakeholders and program participants in interviews for story collection;
- Experience assisting with organizational or non-profit social media management;
- Able to work collaboratively with coworkers and a diverse group of stakeholders in a goal-oriented environment;
- Evening and weekend availability to attend picks and workshops is considered an asset.

If you share our mission and have the passion we are looking for, we'd love to hear from you! Please send your resume and cover letter by **October 5th** to the Project Director, Julia Girmenia at [julia@notfarfromthetree.org](mailto:julia@notfarfromthetree.org), with the subject line "**Communications Assistant**".

*Not Far From The Tree is a project of MakeWay Charitable Society.  
For more information, please go to [makeway.org](http://makeway.org)*

***MakeWay 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.***

***MakeWay will provide accommodation during all steps of the selection process, upon request, to applicants with disabilities. Please advise us if you need any accommodation.***