



## CRFAIR Job Posting | Canada Summer Jobs

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### ***Position Title: Flavour Trails™ Events and Communications Assistant***

CRFAIR is a not-for-profit community based organization that acts as a coordinating backbone to a network of food, farm and health organizations (The Good Food Network) working to promote healthy and sustainable food systems in the Capital Region. To learn more about our work, visit [www.crfair.ca](http://www.crfair.ca).

### **Job Description**

As Events and Communications Assistant you will support several key deliverables of the 2024 Flavour Trails™ Program. These include tasks related to the planning and delivery of the North Saanich Flavour Trails™ Festival, the Savour Saanich Festival, and other Flavour Trails™ initiatives.

Flavour Trails™ is a long standing community, agricultural, and food literacy program focused on connecting communities and consumers to local food producers and growers.

Signature events in 2024: Savour Saanich on July 5, 6, and 7, 2024 and North Saanich Flavour Trails™ Festival on August 17 and 18, 2024).

### **Key responsibilities**

- Contribute to and execute the event plans; participate in and record/distribute regular team (pod) plan meetings and supporting minutes;
- Attend farmers markets and other community events to promote Flavour Trails™;
- Promotions and Marketing: supporting venues with social media support/templates, “trail” assets, including banner flags, posters, Map Pull Out distribution;
- Engagement/Digital Media Support: Socials content scheduling/updating.

Ideal candidates value flexible, collaborative, creative work environments and are comfortable with both virtual and in person opportunities to create, connect and engage with the community.

### **Qualifications**

- Be eligible under Canada Summer Jobs guidelines.
- Applicants MUST be between 18 - 30 years old, and be Permanent Residents/ Canadian Citizens.
- Have experience and knowledge of online platforms (Facebook, Instagram and Twitter)
- Experience working with virtual tools (Hootsuite, Mailchimp, Google Suite, Canva)
- Strong verbal and written communication
- Graphic Design and Photography skills
- Have access to a vehicle and a valid BC drivers license
- Strong interest in local food systems
- Event planning experience an asset but not required

### *What to expect from this work experience*

The position will center an equitable and decolonization lens to communications and engagement, and will emphasize the importance of civic engagement as means to create just, sustainable and equitable food systems.

### *Skills Development*

- Engaging relationship management skills – colleagues, venues, public, stakeholders;
- Internal Communications: organized, sharing/updating information
- External Communications - especially presentation/written: proofreading and attention to written details in copy, advertising, venue descriptions
- Creating/updating Website/SM content; familiar with print/radio/tv with emphasis on editorial/advertorials
- Candidate's unique skills they feel would be valuable in this role
- Brainstorming/initiating/creating/scheduling weekly social media content - with a focus on venue participants and noted offers; possibly creating promotional themes/ideas for continuity
- Focus on increasing reach/growing audience; creating buzz!!
- Materials distribution – posters, flags, community engagement in event happenings
- Photography, story creation, PR distribution channels

### *Key activities & workload*

- Requires some flexibility in weekly hours (early season may be fewer, mid-season more) with a focus on some late afternoon and/or esp. Saturday farmers market attendance
- BC DL and access to a vehicle; driving for pick up/delivery of posters, venue visits, photo shoots, and especially prior/lead to Festival Event (Aug); event set up.
- Hybrid role with in office/home office and location based work

### *Working Conditions*

**Physical Effort:** Standing for long periods of time while hosting table at local events; Sit with arms unsupported while typing (computer work); lift and move up to 30lbs totes and event equipment; driving around Capital Region.

**Mental and Sensory Effort:** Focus on a variety of tasks; drive and follow directions, engage with the public, attend busy events, attend meetings in person and via video conference.

**Work Environment:** Office setting (downtown Victoria at theDock) and home office (often); indoor and outdoor event venues (often), visit farms (occasional), warehouse (occasional), urban neighborhoods posterings (occasional)



### **Extra Perks of the Job**

- Flexible hours
- Discount on food and produce at the South Island FarmHub
- Membership with the Dock Centre for Social Impact
- Networking opportunities with local farmers & makers, the Good Food Network, and other social impact organizations
- Hands on training and mentorship

**Anticipated start date:** Monday, May 27th, 2024

**Wage:** \$19/hr

**Hours:** 30 to 35 Hours Weekly, Summer Student Position. The total amount of working hours for this placement will be determined after Canada Summer Jobs funding approval (early April)

**Placement length:** 12-14 weeks - May 27, 2024 to - August 30, 2024

***Position is dependent on funding from Canada Summer Jobs.***

### **Applications due on May 5th 2024**

Application details: Please send your resume and cover letter in one PDF document with your last name as the name of the pdf document. In lieu of a cover letter, you can submit a 1 to 2 minute video. Send to [info@crfair.ca](mailto:info@crfair.ca) with Subject Line: "Flavour Trails Events and Communications Assistant - Your Name." Please also include how you found out about this job opportunity in your email.

*\*Note: If you have similar experiences, but do not meet these requirements exactly, we encourage you to go ahead and apply and elaborate in your video cover letter. CRFAIR is an equal opportunity employer and encourages applications from individuals from diverse communities, backgrounds, and experiences. All qualified applicants will be considered for employment without regard to ethnicity, race, national origin, age, religion, sexual orientation, gender identity or expression, family or parental status, veteran status, neurodiversity status and any other basis protected under Canadian and BC Human Rights legislation.\**