

Communications Manager (14-Month Maternity Leave Position)

Location: Saskatoon, SK (Hybrid) preferred; remote candidates within Saskatchewan will be considered

Duration: 14 months

Reports to: Executive Director, Agriculture in the Classroom Saskatchewan (AIRC-SK)

About AIRC-SK

Agriculture in the Classroom Saskatchewan (AIRC-SK) is a registered charity that connects kids and agriculture through innovative, curriculum-linked programs and resources. We inspire curiosity and understanding about where food comes from and the people who produce it.

Position Overview

AIRC-SK is seeking a creative, organized, and design-focused Communications Manager to join our team for a 14-month maternity leave position.

This role is ideal for a hands-on communicator and designer who excels at bringing plans to life. You'll execute an existing communications plan, ensuring that AIRC-SK's brand, story, and sponsor recognition are delivered with consistency and creativity across all materials and channels.

You will oversee social media, ensuring it aligns with the communications plan, but you will not be responsible for daily posting or engagement. Your focus will be on content strategy brand management, and reviewing content development and event execution – turning strategic direction into tangible results.

Key Responsibilities

1. Communications and Stakeholder Engagement

- Implement and oversee AIRC-SK's communications and marketing plan.
- Oversee social media planning and execution (posting managed by another team member).
- Develop and deliver engaging digital newsletter content in collaboration with the leadership team, creating content that informs and motivates stakeholder groups.
- Create engaging written and visual content for digital, print, and multimedia materials.
- Maintain current, relevant, and accurate communication across AIRC-SK's website, newsletters, and marketing channels.
- Support the leadership team with key communication materials and design needs.
- Oversee the coordination, planning, content development, and design of the annual report.
- Coordinate media engagement by developing news materials, building media relationships, and identifying opportunities to share AIRC-SK's stories and amplify its presence.
- Lead the communications strategy creation and implementation of an annual donor campaign.

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2. Partner Recognition and Relationship Support

- Ensure all partners are accurately and consistently recognized in AITC-SK communications and collateral e.g. the sponsorship banner.
- Develop and design partner print and digital materials e.g. funder reports.
- Collaborate with staff to create partners/stakeholder marketing materials.

3. Program and Resource Design & Support

- Provide creative direction and design expertise in the development phase of educational resources, program materials, and campaigns.
- Support AITC-SK staff by providing graphic design expertise and guidance to ensure educational resources and program materials meet printing specifications, maintain visual consistency, and align with brand standards.
- Execute creative and effective graphic design work for educational resources.
- Design and coordinate the annual resource guide, educator communications, and annual report.
- Develop visuals and materials that enhance teacher and student engagement with AITC-SK programs.

4. Brand Management

- Ensure consistent application of AITC-SK's brand across all materials and platforms.
- Review and approve use of logos, templates, and design elements to maintain brand integrity.
- Refresh and manage brand templates as needed.

5. Event Management and Communications

- Lead the planning and execution of AITC-SK's Annual General Meeting (AGM) and stakeholder events.
- Manage logistics, invitations, communications, and on-site coordination for these events.
- Design event materials including promotional, programs, signage, presentations, and post-event communications.
- Work collaboratively with the team to ensure events reflect AITC's brand and mission.

Qualifications & Skills

- Diploma or degree in Communications, Marketing, Graphic Design, or a related field.
- 3+ years of experience in communications, marketing, and/or design,
- Strong graphic design and layout skills (Adobe Creative Suite or equivalent).
- Excellent writing, editing, and proofreading skills.
- Strong project management and organizational abilities; able to meet multiple deadlines.
- Experience managing or coordinating events from planning to delivery.
- Familiarity with social media oversight and content coordination.
- Knowledge of agriculture, education, or the nonprofit sector is an asset.



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Why Join Us?

- Help connect students to the story of agriculture and food in Saskatchewan.
- Collaborate with a passionate, creative, and supportive team.
- Enjoy a flexible, hybrid work environment based in Saskatoon.
- Make a meaningful impact through design, storytelling, and community engagement.

How to Apply

Please submit your resume, cover letter, and two samples of design or communication work to sara@aitc.sk.ca by Monday, November 3rd at 4:00 pm.

