



**Position:** Communications Coordinator

**Reports to:** Communications Manager

**Term:** 20 hours per week, permanent

**Salary:** Based on relevant skills and experience

**Location:** Saskatoon, SK

**Apply by:** March 10, 2023

**Start Date:** March 27, 2023 (negotiable)

**Does the idea of sharing powerful stories of food, youth and agriculture excite you? Are you highly motivated and creative? Do you want to inspire meaningful change alongside an amazing group of people?**

If you answered "YES" to these questions, then the next stop on your career journey might be with Agriculture in the Classroom!

**Agriculture in the Classroom Saskatchewan (AITC-SK)** is a charity organization passionate about providing students with meaningful agriculture experiences to help them realize the incredible dedication and fulfilling opportunities of the agriculture community. AITC-SK bridges the gap between the education and agriculture communities by connecting kids and agriculture.

### **The Position: Programs Coordinator**

Working under the direction of the Communications Manager, the Communications Coordinator is responsible for managing AITC-SK's social media platforms and assisting with creating high-quality written and visual content for aspects of communications, including e-newsletters, website pages, and other items as needed. The Communications Coordinator is a creative individual with strong writing skills and a passion for building a voice on social media.


### **Key Responsibilities:**

- Execute a communications strategy in partnership with the Communications Manager.



- Design and develop targeted written and visual content across multiple social media channels including LinkedIn, Facebook, Twitter, Instagram, YouTube, and others.
- Create engaging content, utilizing a variety of mediums on social media to share impact and help tell AITC-SK's story.
- Monitor and engage on social media posts in a timely matter as needed, ensuring AITC-SK's voice is conveyed accurately.
- Curate social media content that aligns with AITC-SK organization goals and/or supports partner organizations to share, engage with and amplify.
- Develop visual and written content for e-newsletters.
- Update website program pages and resource library listings to reflect communications strategy and to ensure content is timely and relevant.
- Attend AITC-SK programs and events to capture photos and videos of initiatives in action for storytelling and impact sharing.
- Maintain AITC-SK's brand identity and messaging through all communications.
- Provide support to the Communications Manager as needed.

### **Competencies, Skills & Requirements:**

- Exceptional writing skills
  - Experience with Canva and/or Adobe Creative Cloud programs (InDesign, Photoshop, etc.)
  - Knowledgeable of current social media platforms and best practices
  - Excellent attention to detail in visual and written content
  - Basic photography and photo editing knowledge or be willing to learn these skills
  - Excellent time management and organizational skills
  - Responsive to changing needs, multiple demands and tight timelines
  - Ability to work both independently and in a team environment
  - Highly motivated, creative and an independent thinker who thrives in a fast-paced environment
  - Proficient in Microsoft Office 365
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- Previous experience in social media management an asset
- Agriculture or Education knowledge or experience an asset

To apply, send your resume and cover letter to Chandra Gusikoski, Communications Manager, at [chandra@aitc.sk.ca](mailto:chandra@aitc.sk.ca) by March 10, 2023. Please ensure the job title is included in the subject line of the email. For more information about AITC-SK, please visit [www.aitc.sk.ca](http://www.aitc.sk.ca).