



June 25, 2020

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#### **Contract Position: Communications Coordinator**

The KBFA team is seeking a part-time communication professional to develop and lead a communications strategy that will engage farmers and enhance information sharing in the agricultural community in the Kootenay and Boundary region. The ideal consultant will be based in the Kootenay Region and will have both knowledge and passion for the region's agricultural sector. This contract will require a time commitment of roughly one day/week commencing on or about July 29, 2020 with an opportunity to renew based on performance and the renewal of KBFA funding.

The Communications Coordinator will be responsible for providing planning, coordination and delivery of existing KBFA communications as well as developing new strategies to increase producer engagement and public awareness of KBFA. The consultant will work closely with the KBFA Team to develop the communications strategy and ongoing communications content.

We ask that interested parties provide a cover letter stating your interest in the work, resume, and fully inclusive cost proposal (in Canadian Funds with Goods and Services Tax). **Proposals must be submitted by email to [coordinator@kbfa.ca](mailto:coordinator@kbfa.ca) on or before July 10, 2020.**

#### **ENQUIRIES**

All enquiries must be sent electronically to [coordinator@kbfa.ca](mailto:coordinator@kbfa.ca) by July 8, enquiries after this date will not be responded to. Questions and answers considered relevant to other potential applicants will be posted on an updated version of this RPF in an appendix on our website to ensure a fair playing field. Please be sure to check on our website for updates based on enquiries.

#### **QUALIFICATIONS & EXPERIENCE**

- Technical diploma, college or university degree in communications, public relations or other communication related field or the right combination of education and proven experience
- Minimum of 3 years experience desired

#### **ROLES & RESPONSIBILITIES**

- Planning and tools

- Develop and implement a results-driven strategic communications plan that will communicate with and inspire the agricultural community in the Kootenay and Boundary regions.
- Coordinate existing communications activities with the KBFA team including social media, website and newsletters.
- Provide recommendations and implement methods to share content, resources, opportunities, and information.
- Content creation
  - Disseminate information provided by the KBFA team to share with producer and stakeholder audiences.
  - Collaborate with the KBFA team to summarize and record KBFA events and information.
  - Use multimedia tools such as video and video conferencing to capture and share events and field days.
- Promotion
  - Develop media releases for relevant media outlets and audiences.
  - Identify and maintain key media outlets and contacts to promote KBFA and partner events.
- Monitoring
  - Develop and implement strategies to evaluate communications activities to analyze effectiveness and update strategies when necessary.

#### SKILLS & ABILITIES

- Skill and proficiency in the operation of personal computers and assorted software, for example: Microsoft Office, Adobe Creative Suite including InDesign, Illustrator, Photoshop, Acrobat, Lightroom and website software applications.
- Demonstrated experience with Wix or related web platform.
- Photography skills and strong working knowledge of photo editing software. Videography and editing skills are an asset.
- Ability to think strategically about outreach and communications to support multiple program deliverables.
- Leadership skills and experience to drive the vision and goals of a communications strategy.
- Ability to craft compelling and engaging information.
- Work proficiency with online platforms and social media channels such as Zoom, blogs, online forums, livestream, Instagram, and Facebook.
- Professional writing and the ability to summarize technical information.
- Highly motivated and detail oriented.
- Able to prioritize work schedule to meet deadlines.
- Proven ability to work remotely.

#### OTHER DETAILS

The contractor will provide detailed invoices on a monthly basis with payment scheduled on a net 30-day schedule. The successful applicant is expected to provide their own office space with computer and software necessary to successfully carry out communications duties as well as high speed internet, cell phone and other related equipment. The applicant must hold a Commercial General Liability insurance policy and registration with Worksafe BC.