

Are you interested in a dynamic role in the field of communications and marketing?



Great Tastes of Manitoba a farm to table collaboration showcasing the nutritious, affordable, delicious foods grown by Manitoba's farmers. The well-known brand reaches consumers through a multi-platform approach which includes a website, social media presence, YouTube channel and Manitoba's longest running locally produced television series broadcast on CTV. We are expanding our team with the addition of a part-time Digital Producer for the term of our 34th season, February 2023 – January 2024, with opportunity for renewal for future seasons. Due to the flexible nature of the position, hours will be determined based on the candidate's strengths and availability, which could be up to 30 hours per week.

Successful applicant would be tasked with managing the Great Tastes of Manitoba digital channels, including updates to greattastesmb.ca and social media content creation. Successful applicants will report directly to the series senior producer, Donalee Jones.

Job Type: Part Time/Term

Compensation: Competitive freelance salary to be negotiated based on duties assigned

Duties/Responsibilities:

- Working with the GTOM Senior Producer to develop a targeted digital marketing plan in alignment with the GTOM strategic plan
- Working with the GTOM Senior producer to develop social media campaigns, photo, and video assets
- Tracking digital marketing metrics, providing recommendations based on results and trend analysis
- To solicit sponsorship and advertising and pursue strategic partnerships

Qualifications:

- Successful candidate must have permanent residence in the province of Manitoba
- Excellent verbal and written communication skills
- Excellent organizational skills with the ability to work independently
- Post-secondary education in marketing, communications, or creative field
- Proficiency with Meta Business Suite, YouTube Creator Studio, WordPress, and Google Analytics
- Minimum 2 years experience in Sales/Marketing or similar creative field
- Illustrated experience with building a successful YouTube following will be considered an asset
- Experience or knowledge of agriculture in Manitoba will be considered an asset
- Experience or knowledge of culinary arts/food will be considered an asset
- Successful candidate must have permanent residence in the province of Manitoba

Benefits of joining our team:

- Work independently from home OR at our offices at 509 Century Street (free parking)
- Flexible work hours
- On the job training and professional development opportunities
- Term contract renewal would be negotiated annually as funding allows

Application Process: Please submit a resume and at least three references to Great Tastes of Manitoba Senior Producer, greattastesmb@gmail.com, on or before December 9, 2023.

We thank all those that apply, but only applicants that meet the qualifications will be contacted for an interview