



Are you data-driven?

Job Type

Part-Time/Term

Compensation

Competitive freelance salary

to be negotiated based on duties assigned

To Apply

Please submit a resume and minimum three references to

Great Tastes of Manitoba
Senior Producer,
greattastesmb@gmail.com,
by January 17, 2025

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

Great Tastes of Manitoba is 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.

We are seeking a part-time Manager of Data & Analytics to join our expanding team from February to December 2025, with the potential for renewal. 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 12 hours per week. The Data Manager will report directly to the series' senior producer, Donalee Jones.

Duties/Responsibilities

- Working with the GTOM Senior Producer & Digital Producer to implement a targeted digital marketing plan
- Tracking digital marketing and social media analytics and providing recommendations based on results
- To develop customer surveys and report results to sponsors
- Participation in client-facing meetings and communication

Qualifications

- Successful candidate must have permanent residence in the province of Manitoba
- Excellent verbal and written communication
- 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, Survey Monkey and Google Analytics
- Minimum 2 years experience in Sales/Marketing or similar creative field
- Post-secondary education in marketing, communications, or creative field
- Experience or knowledge of agriculture in Manitoba will be considered an asset
- Experience or knowledge of culinary arts/food will be considered an asset

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