

foodartnature

Marketing and Project Coordinator

This position is being offered as a self-employed, contracted 40 hours/week position with the foodartnature (FAN) Project in Wolfville, NS. This contract would begin with a 5 month trial period, with the opportunity to extend for an additional two years, concluding in May 2026.

The *foodartnature* (FAN) Program is an innovative initiative aimed at promoting culinary and cultural experiences in the beautiful region of the Annapolis Valley. We are dedicated to connecting local hosts and visitors with unique and immersive experiences, showcasing the richness of our local culture, cuisine, and natural beauty. We strive to create a space for shared knowledge, immersive experiences, and food, art and nature by building connections and lasting relationships between visitors, locals, and the Annapolis Valley.

As a Marketing and Project Coordinator with FAN, you will play a pivotal role in promoting our project and enhancing the online experience for both guests and experience partners. We are looking for a passionate individual with experience in social media, marketing, and storytelling facilitation.

This hybrid position would work remotely the majority of the time, but will be expected to work one day weekly onsite at the Wolfville Farmers' Market, as well as attend required meetings and events in-person.

Responsibilities include:

Team and Stakeholder Collaboration:

- As an integral part of the FAN Project team, this role will collaborate closely with the Project Manager.
- Coordinate and support the Project Manager in project delivery, stakeholder liaison and contact person, and develop materials, as necessary
- Build relationships with Experience Partners, WFM vendors, and key industry stakeholders.
- Help to explore and build new opportunities for experience and package sales.
- Participate as a team member in the execution of marketing tactics identified in annual marketing and Public Relations strategies.

Marketing Responsibilities:

- Develop, execute, and maintain an ongoing social media content calendar.
- Manage FAN's social media accounts, ensuring consistent and engaging content through photos, graphics, and reels, to help achieve a long term successful conversion of experiences into sales for different audiences.
- Act as the primary point of contact for our external marketing consultant.
- Manage digital advertising campaigns on social media
- Monitor and report on key performance indicators (KPIs) to measure marketing effectiveness.
- Handle design work, copywriting, and editing for promotional materials.
- Create and disseminate regular e-newsletter and blog posts.
- Manage and maintain the FAN brand voice and identity.
- Identify and execute on new marketing opportunities to increase the project's visibility.
- Develop and nurture relationships with Experience Partners to support the promotion of their offerings as part of the FAN project.
- Provide team updates on progress and next steps.

Website, FareHarbor and Tourism Nova Scotia liaison:

- Primary contact person with FareHarbor, our website experience booking platform.
- Troubleshoot and enhance guest usability of the FAN website and FareHarbor platform.
- Learn and understand the Fare Harbour dashboard and provide support to Experience Partners with updates and inquiries as needed.
- Primary contact person with Tourism Nova Scotia, to ensure up-to-date and accurate experience listing dates and information.
- Maintain and update FAN website to ensure up-to-date and accurate experience listing dates and information.

Delivery of the Wolfville Farmers' Market FAN Experience:

- Serve as the Experience Coordinator for the Wolfville Farmers' Market FAN experience.
- Act as a host, guide, and storyteller, ensuring an exceptional guest experience.
- Provide training for future hosts, sharing best practices and insights to maintain consistent quality.

Qualifications:

To be successful in this role, the following qualifications and attributes are considered an asset:

- Bachelor's degree in marketing, business, or a related field or equivalent professional experience will be considered.
- Strong experience in social media management and content creation.

- Excellent design, copywriting, and editing skills.
- Proven ability to manage brand identity and execute marketing strategies.
- Strong interpersonal skills to develop and maintain relationships with partners.
- Exceptional communication, facilitation, and presentation skills.

We welcome applications from candidates who may not meet all of the listed qualifications but have the skills and experience necessary to excel in this role. We value diversity and encourage all qualified individuals to apply. If you are a passionate, driven individual who can contribute to our team's success, we would love to hear from you. Your unique qualifications and perspectives may be exactly what we need to enhance our organization.

If you are passionate about connecting locals and visitors with unique food, art, and nature experiences in the Annapolis Valley, we encourage you to apply. Please submit your resume and a cover letter to foodartnature@gmail.com by Wednesday, November 8, 2023 at 5pm.