



## **Social Media Coordinator**

The Social Media Coordinator will manage the Newfoundland and Labrador Federation of Agriculture's social media presence to foster a vibrant online community for farmers and other agriculture stakeholders. This role will develop content, engage with followers, and assist with other projects as required, with a goal of telling farmers' stories and promoting the agriculture sector and local products. This position will report to the NLFA Public Trust and Marketing Manager.

### **About the Federation**

The Newfoundland and Labrador Federation of Agriculture (NLFA) is an organization which represents farmers and farmer groups in the province. Our motto is "Farmers Helping Farmers", and we believe that by sharing information and speaking with a united voice, farmers can work more effectively for the betterment of the agriculture industry, and for the improvement of our Province as a whole. NLFA hosts a variety of projects and programs aimed to support the agriculture sector through representation, building community and promoting awareness of farmers and local food. To learn more, visit [nlfa.ca](http://nlfa.ca).

### **Responsibilities**

- Developing compelling content for NLFA online platforms, including social media, web, newsletters, etc., ensuring it aligns with the NLFA brand and voice (text, image, video)
- Managing NLFA social media accounts and assisting/collaborating where needed with the NLFA team and other NLFA projects, including scheduling posts, interacting with followers and responding to comments and messages
- Strategizing, reporting and analytics to grow NLFA's online presence, including researching best practices and staying up-to-date with current trends
- Graphic design, photography, videography – primarily for use in social media
- Engaging with farmers and agriculture industry stakeholders through online platforms and in-person by visiting farms, attending events, etc.
- Assisting with writing copy and articles for NLFA communications materials as needed (Agriview, member newsletters, etc.)
- Assisting in other projects as required

## Education, Experience and Skills

- A certificate/diploma/degree in marketing, communications, journalism, public relations OR currently enrolled in a relevant program OR equivalent experience
- Experience managing professional social media accounts an asset
- Experience with Canva, Adobe Creative Cloud, Hootsuite (or similar) an asset
- Strong written and oral communications skills
- Able to work independently and meet deadlines
- Own vehicle and willing to travel on occasion an asset
- All applicants must be legally entitled to work in Canada

## Compensation and Other Details

- **Job Type:** Part-Time
- **Compensation:** \$18-21/hour, depending on experience
- **Hours:** 15-20 hours/week, flexible
- **Location:** This is a remote position, but you must reside in Newfoundland and Labrador
- **Expected Start Date:** As soon as possible

## How to Apply

Please send your PDF resume and cover letter to [hiring@nlfa.ca](mailto:hiring@nlfa.ca) by **April 21, 2025**. Only those that are selected for an interview will be contacted.