



56 Sparks Street, Suite 600, Ottawa, Ontario K1P 5B1, Canada
T 1.800.565.6872 F 613.234.6842 weseedchange.org

Program Manager, Communications, Farmers for Climate Solutions

SeedChange is seeking a program manager to lead communications for Farmers for Climate Solutions, a pan-Canadian coalition of farmer-led organizations and supporters working to advance climate solutions in agriculture policy. This is an opportunity to work with incredible partners to advance policies to spread climate solutions on hundreds of thousands of acres of farmland across the country.

Context

Farmers steward the vast majority of Canada's arable land. Agriculture contributes approximately 12 per cent of Canada's greenhouse gas emissions, and Canadian farmers are hugely impacted by climate change. Farmers must be a leading voice calling for climate solutions in agriculture, supporting widespread adoption of practices that decrease emissions, conserve soil and water, enhance biodiversity, and support farmers' bottom lines.

Farmers for Climate Solutions launched in February 2020. Our goal: that Canada adopt policies that help farmers mitigate and adapt to climate change, and support the spread of low-input, low-emissions agricultural systems. To achieve this, the coalition has three interrelated objectives:

- To position farmers as leading voices calling for climate solutions in agriculture.
- To build a strong constituency of non-farming Canadians who support their vision.
- To engage decision-makers to adopt policies to help Canada meet climate targets through agriculture.

Background on Farmers for Climate Solutions can be found [here](#). The Program Manager will be employed by SeedChange, the Secretariat for the coalition. SeedChange's mission is to build food sovereignty by working with partners to enhance biodiversity, promote ecological food systems, and counter inequity. For more about SeedChange visit weseedchange.org.

Term of employment and benefits available for this position

This is a full time contractual position from November 1, 2020 to October 31, 2021, with possibility of renewal should additional funding be secured. You must be based in and have the legal right to work in Canada. Benefits for this position include:



- Extended health, pharmaceutical, and dental coverage
- Life and disability insurance
- Defined contribution pension plan
- Parental leave
- Flexibility regarding working hours (in particular in light of COVID-19 constraints)
- Flexibility regarding location (Ottawa preferred but not required)
- Salary between \$68,311 and \$77,800, depending on experience
- Benefits and protections as a member of the Union of Public Service Alliance of Canada

Experience we are seeking

The table below indicates the mandate of the Manager, and the experience/qualifications needed to succeed in the job. We understand candidates may not have all the qualifications listed. **If you possess approximately 80 per cent of the essential experience/qualifications, we encourage you to apply.** Fluency in English and French is essential.

Mandate of the Program Manager	Experience/qualifications
<p>You will support the development, and lead the execution of public-facing communications for Farmers for Climate Solutions, including:</p> <ul style="list-style-type: none"> ● Support the development of the communications strategy and annual planning ● Design and deliver communications in English and French tailored to three target audiences (the public, farmers, and decision-makers) via website, social media, and newsletters. ● Manage the website, email lists and social media accounts ● Collect and share farmers' stories ● Support brand management and authenticity ● Manage the campaign photo bank 	<p>Experience shaping and implementing communications strategies tailored to specific audiences, expressing complex information in accessible and engaging ways (ESSENTIAL)</p> <p>Excellent French and English writing skills, and ability to generate public communications in writing in English and French (social media, copywriting, business correspondence) (ESSENTIAL)</p> <p>Experience managing content on a SquareSpace website, or other related platforms (e.g. WordPress, Joomla) (ESSENTIAL)</p> <p>Experience using MailChimp or other service providers to send mass emails (ESSENTIAL)</p> <p>Experience designing and implementing social media campaigns and managing social media accounts (ESSENTIAL)</p> <p>Experience growing an online audience through organic and paid reach (ESSENTIAL)</p> <p>Experience with basic design (using InDesign or Photoshop) to create social media content and lay out documents according to predefined brand elements (ASSET)</p>
<p>You will support communications with coalition members including:</p> <ul style="list-style-type: none"> ● Write and circulate a monthly bilingual member newsletter ● Lead the Farmers for Climate 	<p>Experience working in networks, preferably national (ESSENTIAL)</p> <p>General awareness of the diversity of challenges, values, and needs of farming communities and farming organizations in Canada (ESSENTIAL)</p>





<p>Solutions Communications Working Group</p> <ul style="list-style-type: none"> • Support content development and delivery of webinars for members • Recruit and support farmer spokespeople 	<p>Experience supporting people and groups with diverse perspectives towards shared decision-making (ESSENTIAL)</p> <p>Available to travel nationally to meet members and supporters for up to two weeks per year, subject to COVID-19 restrictions (ASSET)</p>
<p>You will report to the Director of Farmers for Climate Solutions and collaborate with SeedChange's Director of Communications and Fundraising, SeedChange's Digital Communications Manager, the Farmers for Climate Solutions Communications Working Group, Coordinating Body, members, and external consultants and advisors to:</p> <ul style="list-style-type: none"> • Ensure communications elements meet deliverables to funders • Liaise with external advisors and contractors on specific campaign and communications elements, including media relations. • Review translations for internal and external campaign documents 	<p>Experience supporting the development and implementation of strategy in a collaborative group setting (ESSENTIAL)</p> <p>Experience managing work and deadlines independently, while ensuring colleagues are informed and able to contribute as needed (ESSENTIAL)</p> <p>Solid computer skills with competence in the GSuite environment (ESSENTIAL)</p> <p>Experience evaluating results of communications campaigns (ESSENTIAL)</p> <p>Experience with grant writing, donor relations and reporting (ASSET)</p> <p>Experience in media relations. (ASSET)</p> <p>Experience drafting and/or editing op-eds, press releases, media advisories and other public-facing communications. (ASSET)</p>

SeedChange ways of working

The majority of SeedChange staff work from our head office in downtown Ottawa. All staff are currently working from home. For this position, you are invited to work from SeedChange's office or work remotely, provided there is access to reliable internet service that allows for smooth online, video and audio communication. The office building is fitted with accessible doors and three elevators. The office has a push-button-lock-access and a bell if assistance is required to enter. An accessible, non-gender washroom is available. If working remotely, SeedChange will supply you with a computer and a contribution to a phone plan. COVID-19 has disrupted work and personal lives, impacting people in different ways, and SeedChange will work to support you to undertake this work in this context.

SeedChange is striving to decolonize our approaches, improve our policies and practices, and provide a work environment as safe as possible for people with disabilities, BIPOC peoples, and 2SLGBTQQIAP+ people. This work is ongoing, prioritized by staff and Board, with external support to guide us.

Additional considerations for this work

Farmers for Climate Solutions members represent farmers of all scales, production types, and regions. All members are committed to climate action, but have different





approaches, realities and considerations, and may have divergent perspectives. In addition, the coalition works within, and is representative of, a Canadian agricultural sector that has significant work to do to advance action for reconciliation and decolonization, improve intersectional analysis, and amplify the voices and leadership of BIPOC and 2SLGBTQQIAP+ farmers and food providers.

In managing public-facing communications, the Manager will be responding to people with divergent interests and will likely encounter critique from multiple angles, such as people who are resistant to climate action, and people demanding better engagement on social justice from the sustainable agriculture community. SeedChange seeks to be transparent about these challenges, and will make internal and external supports available to the Program Manager to succeed in their role, navigate these challenges, and uphold their health and wellbeing.

Application instructions

To apply: email careers@weseedchange.org and specify **Program Manager, Farmers for Climate Solutions** in the subject of the email. Please include a cover letter referencing your motivation to apply for this role, your relevant experience and skills, and any other information you would like to share. If you have questions in advance of applying, please contact Karen at kross@weseedchange.org.

Deadline for applications is October 19, 2020. Interviews of short-listed candidates are anticipated to be held during the week of November 2. We appreciate understanding that only candidates short-listed for the position will be contacted.

Thank you for your interest in working with Farmers for Climate Solutions and SeedChange!

