



## Northern Ontario Farm Innovation Alliance

### Communications & Events Assistant Job Description

#### Overview:

The Northern Ontario Farm Innovation Alliance is a non-profit organization working to advance agriculture across Northern Ontario through applied agricultural research and innovation. NOFIA was established in 2014 and works with industry stakeholders, academia, and all levels of government to accomplish its goals.

The Communications & Events Assistant coordinates communications and events as directed by the Executive Director, and works within the values, goals, and objectives of the organization.

#### Operations:

- Assist with effective engagement with industry, government, funders and partners to ensure collaborative projects are successful.
- Attend producer meetings, farm tours, and other events to represent and promote NOFIA as necessary.
- Assist the Executive Director with project management and communications with partners as necessary.

#### Social Media Management:

- Manage communications across NOFIA's various channels, including Mailchimp, X, Facebook, Instagram, and YouTube.
- Create engaging text, image, and video content for social media posts using Canva.
- Monitor social media accounts and audience engagement.

#### Event Coordination Support

- Support the organization and delivery of the annual Northern Ontario Ag Conference.
- Assist with the organization and delivery of the annual self-guided car farm tour, "A Day in Farm Country".
- Contribute to the development of event promotional materials.
- Assist with planning additional events as required.

#### Communications:

- Gather information to develop website content for Farmnorth.com and nofia-agri.com.
- Assist in creating and disseminating internal and external communication materials for NOFIA. (e.g., press releases, social media content, NOFIA e-newsletter).
- Contribute articles to the quarterly Ontario Soil & Crop Improvement Association e-newsletter, *The Innovator*.
- Maintain and manage OSCIA membership database as required.

#### Qualifications:

- Strong understanding of website management, social media platforms and content creation.
- Excellent organizational and time management skills.
- Ability to work independently and as a part of a team.
- Strong written and verbal communication skills.

- Bilingualism and knowledge of the agricultural industry in Northern Ontario are considered assets but not required.
- Experience with event planning and coordination is considered an asset.

The Communications & Events Assistant reports to the Executive Director. A Class G driving license is required. Flexibility to travel occasionally and work some evenings and weekends is required. **Deadline to apply is September 8<sup>th</sup>, 2025.**

**Position Type:** full-time, contract (35 hours per week)

**Starting date:** Negotiable

**Salary:** Negotiable depending on experience

**Applications can be submitted to:**

Emily Seed, Executive Director

[emily.nofia@gmail.com](mailto:emily.nofia@gmail.com)

705-647-4782