



Job Posting

Position Title: Communications Advisor (bilingual)
Location: Remote: With option to work hybrid or in Etobicoke, ON office
Full time

Cleanfarms is an established and growing Canadian not-for-profit business organization that provides waste management programs to help promote sustainability in Canadian agriculture. We've been termed the "Blue Box for Ag" with six core programs, several pilots and a record of recycling nearly 150 million small agricultural containers and much more, so far.

Cleanfarms is a small team of change-makers, working with 190,000 farmers, supporting ~1500 ag recycling collection sites across 10 provinces. If you're passionate about contributing to a healthy environment and sustainable future, would like to create meaningful change by offering tangible ways to prevent plastic pollution, and are a skilled communicator, this may be the job for you.

At Cleanfarms, the comms team supports our English and French colleagues with campaigns and day to day communications. It's a high energy job; it's never boring, it offers the opportunity for personal satisfaction, innovation and career growth along with competitive salaries and outstanding benefits.

This position

We're seeking a **bilingual** intermediate level, communications specialist with at least 7 years of experience in an agency, company, municipality or similarly structured environment.

This is an all-new position that expands our communications team. At the outset, we anticipate:

- 50% focus on supporting Quebec (QC) operations and French language communications
- 30% leading media relations in English and French
- With the remainder dedicated to providing support for special and ongoing projects.

In addition to being an excellent communicator in French and English, the preferred candidate will bring a strong **strategic focus** to communications, with a track record in media relations, expertise in planning, developing & executing digital and traditional campaigns. We're seeking an individual with communications credentials and experience (excellent writing, uncompromising attention to detail, creative flair) and a great work ethic. Our preferred candidate will have some familiarity with extended producer responsibility in the recycling industry and/or Canadian agriculture.

Communications advisor role and responsibilities

Cleanfarms' Communications Advisor will work closely with the Communications Director and Communications Coordinator, providing focused communications support for our Eastern Region Director and QC staff and the Cleanfarms team as a whole. Responsibilities include:

- **Communications planning and program execution:** working with Communications and Eastern Region Directors, as well as Quebec staff to plan Quebec communications that support the recent expansion of the province's agricultural recycling program in alignment with our overall strategic and communication framework.



- **Promote brand and program awareness:** in QC, promote the AgriRÉCUP brand by expanding awareness of the organization and programs through written materials, digital content, and network marketing/special events.
- **Content development:** provide support for the QC operations team with new French content for print/digital materials for internal and external audiences; items may include but not be limited to articles, presentations, brochures, advertisements, videos and items for digital displays.
- **Digital/web content:** work with our webmaster to ensure French website & social channels offer up to date content for Quebec programs aligning with Cleanfarms' English website/web content
- **Media relations** – with the Communications Director, plan strategic media strategy, write releases (EN & FR), take the lead in managing media relations.
- **Special and other projects** – this organization is growing so no two days are alike and additional projects can take many forms such as contributing to app development, assistance with events and more.

Required Skills and Attributes

You are a communications professional, as adept at working in French as in English. Specific skills and attributes include:

- An undergraduate degree or college diploma in communications, public relations, marketing or equivalent.
- 7+ years of progressive employment experience in a communications role, working in an office, remote or hybrid environment.
- Ability to strategize, produce and edit diverse forms of content and creative materials (formal letters, proposals and technical documents through to social posts, web content and video scripts) for various audiences.
- Ability to prioritize workload and manage multiple projects and tasks.
- Demonstrated skills in strategic communication planning and execution.
- Aptitude for digital communications (e.g., app management, social media planning/execution)
- Excellent editing and proof-reading skills and superior attention to details.
- Excellent MS Office skills including PowerPoint, Word and Excel.

Preference will be given to applicants with:

- Strong interpersonal skills with a demonstrated ability to work and provide leadership remotely.
- A respect for the environment and an appreciation and understanding of the agricultural sector.
- Tech-literacy or facilities with online programs (e.g., appropriate use of AI in communications, app development or other).
- Expertise in working with/managing campaign development & execution with creative agencies.

Working conditions:

- Average of 37.5 hours per week; noting some days will be longer than others.
- Primarily a desk job with extended periods of sitting, reading, virtual/ telephone meetings and working at the computer.
- Work with a small, dedicated staff group with strong environmental and social culture.



- Cleanfarms provides equipment and IT support to enable employee performance in remote work settings.
- Some travel within Canada to attend trade shows, meetings with colleagues, collection sites and events or meetings with possible need for overnight stay.
- Valid driver's license is required.

Compensation:

- This is an FTE salary position with a range of \$80,000 to 100,000 per year based on experience and qualifications.
- Following successful completion of a probation period, full-time staff are eligible for a comprehensive health care benefits package and potential annual bonus.

A successful candidate will apply by sending the following to Geoff Love, loveenvironment@wightman.com:

- A cover letter explaining why you are a good fit for the role.
- A current resume.
- Samples of your written work from the kinds described above – in French and English.

We appreciate all expressed interest in this position, however only candidates selected for an interview will be contacted.

Successful applicants for this position must be fluently bi-lingual in French and English (and that capability MUST be noted in an application for this position). Short listed candidates will interview in English, with a brief additional interview in French. Short-listed candidates will likely be asked to submit a draft press release in French and English.

The successful candidate for this position will report to Cleanfarms Director of Communications. She/he will also be supported by Cleanfarms Regional Director and Quebec operations staff, as well as a Strategic Communications consultant who provides expertise to Cleanfarms in Quebec. Cleanfarms communicators have ready access to team members throughout the organization to complete projects and assignments.

For more about Cleanfarms, please see cleanfarms.ca and agrirecup.ca. To apply for this position, please contact Geoff Love at: loveenvironment@wightman.ca.