



## Land to Table Network Society

Building a thriving, healthy, just, and resilient regional food system

# Communications, Marketing and Storytelling Coordinator

**Contract Position | 24 hours per week | July 2026 – March 31, 2027 (possibility to extend)**

## About Land to Table Network

Land to Table Network (L2T) is a regional food systems organization working to strengthen local food economies, improve equitable access to food, and build resilient food systems throughout the North Okanagan and surrounding regions.

Through collaborative leadership, relationship-building, and systems change initiatives, L2T works alongside farmers, community organizations, local governments, Indigenous communities, institutions, and residents to create a more connected and sustainable food system.

Over the coming year, L2T will launch The Food Shed, regional community-food infrastructure (e.g. “a hub”) designed to connect local producers with schools, food banks, community organizations, and other wholesale buyers through coordinated storage, aggregation, distribution, and procurement systems.

This is an exciting time for our organization. We are looking for a skilled communicator and storyteller who can help share the stories, relationships, and impact that are shaping a stronger regional food system.

## Position Overview

The Communications, Marketing and Storytelling Coordinator will play a key role in increasing the visibility and impact of Land to Table Network and The Food Shed.

This position is ideal for someone who enjoys turning complex ideas into compelling stories, building relationships within the community, and developing communications that inspire action. The successful candidate will be comfortable working both with direction and independently, identifying opportunities, gathering and creating content, and helping move communications projects forward.

We are looking for someone who sees communications as more than social media and newsletters. This role will help document and share the people, partnerships, projects, and systems change efforts that are transforming our regional food system, and mobilizing action and food sales through this storytelling.

## Primary Areas of Responsibility

### 1. Storytelling and Content Development (40%)

The successful candidate will help identify, develop, and share stories that demonstrate the impact of Land to Table Network and The Food Shed.



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Responsibilities include:

- Writing stories, profiles, case studies, and impact pieces.
- Developing newsletter content and organizational updates.
- Supporting annual reports, project reports, presentations, and funding communications.
- Creating compelling written content for a variety of audiences.
- Translating complex food systems work into accessible and engaging communications.
- Supporting organizational storytelling that reflects our values of relationships, transparency, community, regeneration, reconciliation, and equity.

### 2. Marketing and Promotion of The Food Shed (35%)

As The Food Shed moves toward launch, this role will help build awareness and support market development efforts, especially over the summer and fall months.

Responsibilities include:

- Supporting marketing and promotional activities for The Food Shed.
- Developing communications materials that support customer recruitment and engagement.
- Assisting with campaigns related to local food procurement, community food programs, farmer participation, and fundraising.
- Helping communicate the value and impact of The Food Shed to diverse audiences.
- Supporting events, tours, launches, and public engagement opportunities.
- Identifying opportunities to increase visibility and awareness throughout the region.

### 3. Digital Communications and Communications Systems (25%)

This role will oversee the organization's core communications channels and systems.

Responsibilities include:

- Managing Land to Table and Food Shed websites, social media, and newsletters.
- Managing relationships with website developers and communications contractors, and website updates and improvements.
- Managing and growing engagement through social media channels.
- Creating and maintaining content calendars.
- Monitoring communications performance and recommending improvements.
- Supporting graphic design, photography, and communications asset management as required.
- Formatting reports, proposal, slide decks, posters
- Keeping document templates fresh and user friendly



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### Qualifications

We recognize that strong candidates may bring different combinations of education, experience, and lived experience.

Preferred qualifications include:

- A communications related degree, certificates, and/or training.
- Experience in communications, marketing, journalism, public relations, digital media, or a related field (3-5 years).
- Exceptional writing, editing, and storytelling skills.
- Demonstrated experience creating content independently.
- Experience managing websites and digital communications platforms.
- Strong social media strategy and content creation experience.
- Strong project management and organizational skills, ideally including experience coordinating contractors, consultants, or external service providers.
- Ability to take direction, work independently, and bring ideas to the team.
- Experience using tools such as WordPress, Canva, Mailchimp, Adobe Creative Suite; other platform experience is a bonus.
- Experience using AI-powered tools to support content creation, research, communications planning, project coordination, and workflow efficiency while maintaining high standards of quality, accuracy, and authenticity.
- Interest in local food systems, agriculture, sustainability, community development, or social impact work.

### Desired Attributes

The successful candidate will be:

- A strong writer and storyteller.
- Curious and relationship-oriented.
- Self-directed and proactive.
- Creative and organized.
- Comfortable working in an evolving and entrepreneurial environment.
- Able to identify opportunities and move projects forward.
- Passionate about building stronger communities and food systems.
- Interest in being a part of a scrappy, non-profit team of women.

### Contract Details

- Contract position - responsible for your own equipment, taxes, vacation, and other statutory obligations.
- Approximately 24 hours per week/3 days per week



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- July 2026 – March 31, 2027. Possibility of extension, subject to funding.
- Compensation starting at \$38/hour, commensurate with experience.
- Primarily remote, with semi-regular attendance at meetings, events, warehouse and farm visits, and community activities throughout the North Okanagan region.

### How to Apply

Please submit:

- Cover letter (outlining your interest in the position) and resume (as one pdf).
- Two to three examples of communications, marketing, writing, storytelling, or content development work.

Submit applications to: L2T Executive Director, Liz Blakeway: [liz@landtotablenetwork.com](mailto:liz@landtotablenetwork.com) by July 12, 2026

We thank all applicants for their interest; however, only those selected for an interview will be contacted.