

Community Engagement Coordinator

Full-Time Contract

Hours: 37.5 hours per week, with some remote work flexibility

Reports to: Community Engagement & Marketing Manager

Overview

The Community Engagement Coordinator will play a key role in amplifying Burlington Food Bank's online presence, community engagement, donor recognition, and event support. Working closely with the Community Engagement & Marketing Manager, this role ensures consistent, branded, accessible, and impactful communication across all platforms.

The coordinator will follow a structured weekly workflow designed for clarity, balance, and repeatability, while supporting content creation, event organization, campaign promotion, donor and volunteer stewardship, community connection, digital asset management, and reporting.

This role requires creativity, organization, strong communication skills, and a thoughtful, dignity-first approach to storytelling and public engagement.

Key Responsibilities

1. Content Creation & Scheduling

Weekly Blocks 1, 2, 5, 6

- Assist in writing engaging captions that align with Burlington Food Bank's voice, brand, and dignity-first communications approach.
- Assist in creating graphics, reels, stories, and other digital assets in Canva using existing templates.
- Batch-schedule posts across platforms such as Buffer, Canva Scheduler, and Meta Business Suite.
- Develop evergreen and seasonal content to fill gaps in the content calendar.
- Contribute to scripts, outlines, and preparation for recurring video series.
- Monitor, share, and engage on social media and other channels to amplify BFB's voice and engagement.
- Update and maintain Linktree to reflect current campaigns, events, donation needs, and priority information.

- Assist with basic website updates to ensure campaign details, event information, donation needs, and key links are accurate and up to date.
- Utilize provided toolkits, campaign materials, and storytelling from affiliated organizations in a timely and appropriate manner.
- Adapt approved designs for social media, posters, flyers, newsletters, event signage, digital screens, partner toolkits, and other communications materials as needed.
- Apply basic accessibility practices, including alt text, readable formatting, plain-language writing, captions on videos, and inclusive design choices.

2. Community Engagement & Growth

Weekly Blocks 4 and 8

- Respond to direct messages, comments, and partner interactions in a timely, professional, and brand-aligned manner.
- Reshare posts from community partners, volunteers, donors, sponsors, and affiliated organizations.
- Spotlight volunteers, donors, sponsors, and community partners in Thank You Thursday features and other recognition content.
- Support community growth by identifying and engaging with new partner organizations, fundraisers, businesses, schools, groups, and local initiatives.
- Monitor local community calendars, partner updates, awareness days, and relevant Burlington events to identify opportunities for outreach, content, and collaboration.
- Gather information, photos, quotes, statistics, and updates from staff, volunteers, donors, sponsors, and community partners to support timely content creation.
- Support donor, sponsor, volunteer, and community partner stewardship through timely acknowledgments, recognition content, follow-up messages, and impact storytelling.
- Represent Burlington Food Bank professionally at community events, partner activities, fundraisers, food drives, and public-facing opportunities.

3. Campaign & Event Support

Weekly Blocks 1, 3, 5, 8

- Assist in capturing in-person digital assets and/or creating assets for food drives, events, invitations, awareness campaigns, and community initiatives.
- Capture photos and videos in a respectful, consent-based manner, ensuring dignity, privacy, and brand guidelines are followed.
- Support event promotion before, during, and after events, including promotional assets, day-of content, thank-you posts, recap posts, and sponsor/donor recognition.

- Support newsletter layout and content preparation for each edition.
- Support email marketing efforts by drafting, formatting, proofreading, and scheduling donor, volunteer, campaign, and event communications as needed.
- Assist with preparing media materials, community announcements, photo captions, event summaries, and basic press release support when required.
- Track deadlines and coordinate content requests from staff, volunteers, donors, sponsors, and community partners.
- Prepare event checklists, organize materials and equipment, and be the lead on-site at booked events when required.
- Assist with coordinating event volunteers, including preparing instructions, schedules, supplies, and day-of support materials.
- Follow up with fundraisers, providing acknowledgments, approved assets, event information, and recognition materials when applicable.
- Maintain individual and corporate group event request spreadsheets, follow-up notes, and communications with event fundraisers.
- Prepare simple post-campaign and post-event summaries, including highlights, photos, engagement results, lessons learned, and recommendations for future campaigns.

4. Metrics & Reporting

Weekly Block 7

- Review and record weekly analytics from Buffer, Meta, Google, Instagram, and other relevant platforms.
- Track growth, engagement, reach, link clicks, campaign performance, and other key metrics in an organized reporting sheet.
- Identify trends and suggest improvements to future content strategies.
- Prepare simple campaign and event performance summaries to support planning, donor reporting, board updates, newsletters, and future outreach.

5. Organization & Administration

Weekly Blocks 3, 7, 9

- Maintain digital asset libraries, including shared drives, Canva folders, photo folders, video files, and campaign materials.
- File and label photos, reels, graphics, captions, templates, and campaign assets for easy future use.
- Clean up duplicate assets and archive older content for reuse.
- Maintain a weekly “done / in progress / needs asset” task status list.

- Maintain organized records of event requests, fundraiser communications, content needs, campaign deadlines, donor recognition items, and follow-up tasks.
- Use Google Workspace, shared drives, spreadsheets, and collaborative planning documents to support organized workflow and communication.
- Flag missing information, urgent deadlines, approval needs, or potential concerns to the Community Engagement & Marketing Manager promptly.

6. Creative Development

Weekly Block 10

- Research emerging trends, reels, social media formats, and nonprofit communications best practices.
- Save and test new ideas for future campaigns, including memes, trivia, themed posts, awareness content, donor features, volunteer spotlights, and storytelling formats.
- Contribute fresh, creative ideas to support outreach, engagement, donor recognition, community storytelling, and campaign promotion.
- Execute filming and editing for video assets.
- Suggest creative ways to repurpose existing content across platforms, newsletters, events, partner communications, and campaign materials.

Privacy, Dignity & Confidentiality

This role requires sensitivity, discretion, and respect when creating content related to food insecurity, donors, volunteers, community partners, staff, and the people Burlington Food Bank serves.

The coordinator is expected to follow all privacy, consent, confidentiality, and dignity-first storytelling guidelines. Photos, videos, quotes, stories, and personal information must be handled carefully and respectfully. Public-facing content should avoid stereotypes, assumptions, or language that compromises dignity.

Qualifications

- Strong writing and editing skills, with a keen sense of tone, storytelling, and audience awareness.
- Experience with Canva, Buffer, Meta Business Suite, Instagram Insights, or similar social media and scheduling tools.
- Familiarity with Google Workspace, shared drives, spreadsheets, and collaborative planning documents.

- Organized and detail-oriented, with the ability to manage multiple deadlines, campaigns, events, and content requests.
- Interest in event planning, community engagement, nonprofit work, donor stewardship, and digital communications.
- Comfortable attending community events, capturing content, and interacting with donors, volunteers, partners, fundraisers, and members of the public.
- Able to work independently within a structured workflow while knowing when to ask questions, flag concerns, or seek approval.
- Strong judgment, discretion, and respect for confidentiality when handling community stories, photos, donor information, partner communications, or sensitive situations.
- Basic understanding of accessibility practices, including alt text, captions, readable formatting, plain language, and inclusive content creation.
- Experience with email marketing platforms, website updates, photography, video editing, digital analytics, or media relations is an asset.
- Previous experience in event planning, social media, communications, marketing, fundraising, or nonprofit work is an asset.

Tools Used in This Role

This role may use the following tools and platforms:

- Canva
- Buffer
- Meta Business Suite
- Instagram Insights
- Google Workspace
- Shared digital drives
- Linktree
- Email marketing platforms
- Website editing tools
- Social media analytics tools
- Other communications or scheduling tools as needed

Work Structure

- 10 weekly blocks covering planning, content creation, scheduling, engagement, campaign support, event preparation, fundraiser follow-up, reporting, creative development, and asset management.
- Flexible daily scheduling, with priority given to Monday planning, Thursday donor and community recognition features, and Friday wrap-up.

- Weekly meetings to review upcoming events, campaigns, content priorities, deadlines, and outstanding needs.
- As-needed check-ins with the Community Engagement & Marketing Manager to exchange ideas, review campaigns, confirm approvals, and ensure alignment.
- The weekly workflow is designed to create clarity, consistency, and repeatability while allowing flexibility for urgent events, timely community engagement, campaign needs, and emerging opportunities.

Impact of This Role

By adding this position, Burlington Food Bank will:

- Ensure a consistent, professional, accessible, and engaging social media presence.
- Increase engagement with donors, volunteers, sponsors, fundraisers, and community partners.
- Strengthen donor, volunteer, and community partner recognition.
- Support fundraising, event execution, food drive participation, and awareness campaigns.
- Improve organization of digital assets, event requests, campaign materials, and content workflows.
- Increase capacity for timely storytelling, campaign promotion, and community connection.
- Support stronger reporting, post-event summaries, campaign learning, and future planning.
- Free up the Community Engagement & Marketing Manager's capacity for higher-level strategy, partnerships, planning, media relations, and community development.

To apply

Please send a current resume to info@burlingtonfoodbank.ca by August 3, 2026.