

Junior Content Creator Job Description

Title:	Junior Content Creator
Responsible to:	Communications Lead
Supervises:	None
Classification:	Tier 1a
Status:	Term (two months, mid-July to mid-September 2025) starting as soon as possible, with possibility of up to 1 year extension
Working Conditions:	Sedentary, Travel to regions with limited amenities
Location:	Winnipeg-based, Hybrid*
Application Deadline:	12:00 pm CDT on Tuesday, July 15, 2025

About Us:

Food Matters Manitoba (FMM) is an Indigenous community-led organization that is addressing the root causes of food insecurity in Northern Manitoba by creating systemic change. We work to enhance community access to local food sources through education, training, mentorship, and positive relationships. We prioritize people over projects, mentorship over workshops, and employment over volunteerism – offering both immediate and long-term support to our 13 partner communities.

Role Summary:

The Junior Content Creator role involves creating engaging and informative content for various platforms, under the guidance of the Communication Lead. This role will include creating various social media content for different platforms, for example creating social media content, producing videos, or writing articles, all while adhering to FMM's brand guidelines and optimizing for SEO.

Main Responsibilities:

Content Creation and Management:

- Writing articles, blog posts, social media updates, and other content types.
- Scheduling and generating social media updates across various channels (Instagram, Facebook, LinkedIn, X, YouTube TikTok).
- Developing engaging and informative photo, video, and infographic content that aligns with brand messaging through storytelling.
- Using graphic design tools (Canva, Adobe) to generate content for websites, email marketing, and social media channels.
- Ensuring content is consistent with FMM's guidelines and standards.
- Monitoring content and tracking with analytic tools (Meta/Instagram Insights, TikTok Analytics, etc.) to measure performance across various channels.

Research and Planning:

- Conducting research to gather information for content (social media, blog posts, articles).
- Identifying and researching industry trends and topics to inform content creation.
- Contributing to the development of content calendars and strategies.
- Opportunity to generate social media campaigns based on FMM's work and needs

SEO Optimization:

- Incorporating relevant keywords and best practices to improve search engine rankings.
- Optimizing content for SEO to increase visibility and reach.

Collaboration and Communication:

- Working with FMM team, Northern partners, marketing teams, designers, and other stakeholders to create and distribute content.
- Participating in brainstorming sessions and meetings to develop new content ideas.

Editing and Proofreading:

- Proofreading and editing content for clarity, grammar, and style.
- Ensuring that all content is accurate and consistent.

Additional Responsibilities:

- Maintain files and records in accordance with Food Matters Manitoba's policies.
- Assist with other projects and tasks, as requested.
- Participate in Food Matters Manitoba staff working groups.
- Participate in Food Matters Manitoba staff meetings.

Qualifications:**Education and Experience:**

- Diploma or degree in media, communications, journalism, or a related field.
- 1-3 years of experience in communications, preferably in a community or non-profit context.
- **Social Media Experience:** Familiarity with various social media platforms and their best practices.
- **Social media management and editing tools:** Experience with tools such as (Later, Adobe, Canva, Mailchimp) preferred. Experience with WordPress and graphic design ideal.
- Experience in Northern or Indigenous contexts is a strong asset.

Skills:

- **Writing Skills:** Strong writing and editing skills are essential for crafting compelling content.
- **Research Skills:** Ability to conduct thorough research to support content creation.
- **SEO Knowledge:** Understanding of SEO principles and best practices.
- **Communication Skills:** Effective communication skills to collaborate with others.
- **Time Management:** Ability to manage deadlines and prioritize tasks.
- **Creativity:** Ability to generate new ideas and develop innovative content formats.
- **Adaptability:** Willingness to learn and adapt to changing trends and technologies.

Knowledge and Attributes:

- **Committed to:** Decolonization and Anti-Racism, Diversity, Equity, and Inclusion.
- **Excellent interpersonal skills:** Strong team player, friendly, respectful, and culturally sensitive.
- Professional, punctual, and reliable.
- Ability to speak and write Cree an asset.

Working Conditions:

Winnipeg, office-based with opportunities to visit community partners and programs. Must be comfortable working in fast-paced environments and adapting content for diverse audiences.

Equity, Diversity, and Inclusion:

Food Matters Manitoba is committed to equitable, inclusive, accessible, and barrier-free employment practices, and to creating a workplace that reflects and supports the diversity of the communities we serve. We encourage and welcome applications from qualified applicants including Indigenous Peoples, members of racialized groups, women, persons with disabilities, and persons of any sexual orientation or gender identity. Please let us know if you require accommodation and we will work with you to ensure a barrier-free hiring process.

Please note that our offices are currently located in a split-level building with no mobility lift or ramp. Located at 422 Notre Dame Avenue, Winnipeg, MB, R3B 1R1.

For this role, we are looking for a candidate with strong connections to Northern Manitoba Indigenous Cree communities, preference will be given to candidates of Indigenous Ancestry (First Nation, Inuit, or Metis). We encourage all First Nations, Inuit, or Metis peoples to self-identify in their applications.

Application Procedure:

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Remuneration: Tier 1a - \$16 – 18 / hour at 37.5 hours a week.

Expectations: Flexible work environment (hybrid, in person). Expectations of 1 in-person office day a week on Wednesday. Expectation to participate in bi-weekly, in-person staff team meetings at the office on Wednesdays. Expectation to participate in weekly (virtual or in-person) team check ins on Monday morning and check outs on Friday morning.

To apply: Submit your resume, cover letter, and a brief writing sample (e.g., article or blog post you authored), and an example of or link to a social media post you have done by email to info@foodmattersmanitoba.ca with “Junior Content Creator Application” in the subject heading. If available, please also include in your application a link to a portfolio of work you have done. Applications will be accepted until the deadline only.

No phone calls, please. We thank all applicants for their interest; however, only those who are selected for an interview will be contacted.

For more information on Food Matters Manitoba visit: <https://foodmattersmanitoba.ca>