



The Central Student Association (CSA) is the undergraduate student union at the University of Guelph. We advocate on behalf of our membership, representing collective interests on a diverse range of issues such as public transit, housing, student rights and the accessibility of education. In addition, we offer numerous services and programs such as the universal bus pass, health and dental plan, and a Student Help and Advocacy Centre.

MEAL EXCHANGE – SOCIAL MEDIA AND PROMOTIONS COORDINATOR

CSA's Meal Exchange Program is the largest and most developed chapter of the National Meal Exchange program. Throughout the year, the program runs events to address local hunger, primarily by collecting non-perishable foods and funding for local charities. Major events include Share-A-Meal, Trick-or-Eat, and Hunger Awareness Week.

The Social Media and Promotions Coordinator is responsible for creatively promoting Meal Exchange's mandate, programs, events, and campaigns to the university and City of Guelph communities. Additionally, they spearhead engaging educational programs for volunteers and the campus community.

Term	Summer 2018: 40 Flex Hours (<i>also plan to attend the National Meal Exchange Conference</i>) September 2 to November 30, 2018, 13 weeks January 7 to April 5, 2019, 13 weeks Total of 26 Weeks
Hours	12.5 hours per week, 365 hours total (<i>hours will vary from week to week, with September and October requiring many additional hours</i>)
Wages	\$5,603 (including vacation pay)
Immediate Supervisor	Meal Exchange Coordinator
Executive Supervisor	Vice President External

TRAINING AND TRANSITION:

- Required to attend the full day CSA Transition Training Day for all incoming and outgoing staff members on Saturday, April 7
- Required to attend a full day of Staff Training, and other Training sessions/workshops scheduled by the Policy & Transition Manager covering topics related to conflict resolution, inclusivity, CSA policy and bylaws, Health and Safety, etc.
- Required to receive up to 7.5 hours one on one training at minimum wage from the outgoing Meal Exchange Social Media and Promotions Coordinator
- Ensure you receive passwords to the office computers, and administrator privileges to the Facebook, Instagram and Twitter Accounts, email account, and GryphLife page
- Required to provide up to 7.5 hours of one on one training to the new incoming Meal Exchange Social Media and Promotions Coordinator
- Required to create /update your Transition & Operating Manual to be submitted to the Policy & Transition Manager prior to the end of your contract
- Required to sit on the Meal Exchange Social Media and Promotions Coordinator hiring committee as the staff member, unless directed otherwise by your Executive Supervisor

SUMMER DUTIES AND ORIENTATION WEEK (40 FLEX HOURS):

- Work with the Promotional Services & Graphic Designer to design and order Meal Exchange promotional materials prior to Orientation Week (banners, business cards, promotional buttons, stickers, etc.)
- Work with the Meal Exchange Coordinator to ensure a Meal Exchange presence and promotion during Orientation week
- Complete OADA training
- Aim to attend the Meal Exchange National Student Food Summit (typically held in late June)

SUMMER EXPECTATIONS:

- Meet regularly with the Meal Exchange team (virtually or in person) to discuss plans and progress
- Monitor emails and ensure a strong presence on social media (at least one post a week)
- Attend a team meeting prior to Orientation Week to prepare for the O-week event
- Be available to assist with running a Meal Exchange Orientation Week event

PROGRAMMING DUTIES AND RESPONSIBILITIES:

- The major responsibilities of this position are to run the events Trick-or-Eat (October 31, 2017) and Share-A-Meal (January to March). These events will require the full cooperation and dedication of all members of the Meal Exchange staff, and will require a great deal of time and energy. The Meal Exchange Coordinator is the main director of these events and may need to delegate additional tasks. The expectation during these event periods is that 'all hands are on deck.

Early semester recruitment:

- Ensure Meal Exchange participation in Orientation Week, Bus Pass Distribution tabling, Club Days, Involvement Fairs & other resource fairs in conjunction with the Meal Exchange team
 - Ensure all of these events display current promotions
- Participate in regular and consistent outreach and tabling opportunities

Duties applicable to all initiatives and campaigns:

- Working with the President, prepare written articles relevant to Meal Exchange campaigns for the cannon.ca, the Ontario & other media as well as press releases when required
 - Coordinate all media exposure for all Meal Exchange programs
- Update Facebook, Twitter, Instagram and other social media to ensure a strong Meal Exchange presence
- Meet with the Promotional Services & Graphic Designer to create advertisements, such as posters, Hospitality table-top triangle displays, banners, etc., for all Meal Exchange programs
 - Meetings should occur minimum of two weeks prior to events
- Contact the Promotional Services & Graphic Designer to update the Meal Exchange pages on the CSA website

Duties applicable to Trick-or-Eat:

- Coordinate all campus and community promotion of Meal Exchange programs
 - Ensure that Trick-or-Eat is well-advertised in the City of Guelph, including a banner on the Gordon Street Bridge, and posters in downtown businesses
- Coordinate and lead canvassing of houses that will be visited during Trick-or-Eat, with the help of the Volunteer Coordinator
- Coordinate a charitable PSA on MAGIC 106.1 FM to advertise Trick-or-Eat, and a thank-you message post-event

EDUCATION:

- Coordinate education around hunger issues, including the activities of Hunger Awareness Week
- Prepare well-researched presentations for volunteer meetings with the purpose of informing and generating discussion
- Coordinate learning opportunities throughout each semester for students at large to raise awareness of social issues and their local solutions

EXPECTATIONS:

- Report to Meal Exchange Coordinator
- Maintain a digital weekly activity log of completed hours and duties, to be submitted to your Immediate and Executive supervisor upon request
- Ensure Meal Exchange is operating in an inclusive manner
- Complete the majority of Meal Exchange work in the Meal Exchange Office (average of 10 office hours per week)
- Work with the other Coordinators to perform a yearly review of operating procedures
- Monitor emails and respond to student and staff requests and inquires promptly
- Regularly assist other coordinators with Meal Exchange programs and initiatives
- Be flexible with respect to hours worked per week

- Be prepared to work additional hours during the weeks preceding events (particularly during October)
- Expect to work less than 12.5 hours at some times throughout this contract (for example, in mid November)
- Required to provide the incoming team with a list of relevant contacts from your work at Meal Exchange
- Ensure that incoming staff have passwords to the office computers, Facebook and Twitter Accounts, email accounts, and GryphLife page
- Required to transfer any Meal Exchange documents on your personal computer to the office computers

MEETINGS:

- Meet weekly with the Meal Exchange staff team
- Meet with your Executive Supervisor as requested
- Attend one monthly CSA Staff Meeting

QUALIFICATIONS:

- Excellent organization and time management skills
- Excellent written and verbal communication skills
- Proficiency in Photoshop and Illustrator
- Ability to promote Meal Exchange and maintain a presence on social media
- Experience collaborating with community groups is an asset
- Ability to work independently and as part of a team
- Strong understanding and knowledge of poverty issues and food distribution in Canada, particularly in the Guelph area
- Strong commitment to inclusivity
- Experience volunteering with Meal Exchange is an asset

Deadline for applications is Friday, February 16, 2018 at 12:00 PM (noon)

Resumes and Cover letters should be submitted online through the CSA application process found at <http://www.csaonline.ca/jobs>

For a complete copy of the CSA Hiring Policy, visit <https://csaonline.ca/about/bylaws-policies>. The CSA hiring policy is found in Appendix D of the Policy Manual, Section 4.0.

The CSA is committed to employment equity and to the creation of a working environment that is welcoming for all applicants. We particularly encourage applications from women, Aboriginal peoples, persons with disabilities, racialized people, international students and members of Queer communities.

The Central Student Association welcomes and encourages applications from people with disabilities. Accommodations are available on request for candidates taking part in all aspects of the selection process. To arrange accommodations please contact csamain@uoguelph.ca.