Marketing and Communications Coordinator

Fergus Agricultural Society

The Fergus Agricultural Society is a volunteer-driven, non-profit organization dedicated to promoting agriculture, celebrating rural traditions, recognizing talent, and strengthening community connections. Through events such as the Fergus Fall Fair, Breakfast on the Farm, and ExploreAg, the Society brings together individuals, families, agricultural organizations, and community partners to celebrate the importance of agriculture and rural life.

We are looking for a creative, organized, and motivated Marketing and Communications Coordinator to help tell our story, promote our events, and strengthen our connection with the community.

Key Responsibilities

The Marketing and Communications Coordinator will be responsible for planning, coordinating, and implementing marketing initiatives that promote the Fergus Agricultural Society, its events, and its community involvement. Working collaboratively with the Executive, Board of Directors, and Committee Chairs, the Coordinator's responsibilities will include:

Marketing & Event Promotion

- Develop and implement an annual marketing and communications plan aligned with the Society's goals, events, and community engagement.
- Plan and coordinate promotional campaigns for Society events, including the Fergus Fall Fair, Breakfast on the Farm, and ExploreAg.
- Coordinate print, radio, and digital advertising with media outlets, community organizations, and advertising partners.
- Develop promotional materials, including posters, brochures, programs, signage, and advertisements.
- Review promotional materials created by Board and Committee Members to ensure brand consistency before distribution.
- Prepare news releases, media communications, and Township Council materials following Canadian Press Style, as directed and approved by the Executive.

Social Media & Digital Communications

- Manage the Society's social media accounts, including content creation, scheduling, engagement, and public inquiries.
- Develop and maintain a year-round social media calendar featuring written content, graphics, photography, videos, and promotions.
- Collaborate with the Society's Webmaster to maintain accurate and current website

content.

- Create and distribute electronic newsletters and event updates through Mailchimp.
- Monitor social media analytics to evaluate performance and improve engagement.
- Provide active social media coverage during Fergus Fall Fair Weekend (September 17–19, 2027), including live updates, photography, videos, and audience engagement.

Branding & Special Projects

- Ensure all marketing materials align with the Society's Brand Guidelines, values, and objectives.
- Collaborate with the Executive, Board, and Committee Chairs to develop promotional materials and secure approvals before publication.
- Design the front and back covers of the Fair Book to ensure consistency with Society branding and promotional materials.
- Coordinate the Society's branded merchandise, including developing logos and graphics, sourcing products and suppliers, managing orders, and maintaining inventory, in accordance with approved branding and budgets.
- Lead the Fergus Fall Fair Mascot Program, including animal selection, photography, videography, promotions, and the *Meet the Mascot* experience.
- Manage the designated Marketing Google email account, Google Drive folders, and digital assets.

Collaboration, Reporting & Accountability

- Provide monthly marketing reports to the Board outlining completed initiatives, upcoming activities, campaign performance, and recommendations.
- Manage marketing schedules and timelines to ensure timely delivery of promotional materials, advertising, and communications.
- Collaborate with the Executive liaison and Committee Chairs to coordinate priorities, secure approvals, and provide updates.
- Identify communications concerns and refer sensitive matters to the Executive before responding publicly.
- Attend meetings and Society events as required under the contract.

Qualifications and Experience

We welcome applications from individuals with a combination of relevant education, professional experience, and demonstrated creative abilities.

Preferred Qualifications

- One to three years of experience in marketing, communications, social media, public relations, or a related field.
- Post-secondary education in Marketing, Communications, Public Relations, Journalism, or a related field is an asset.

- Proven experience managing organizational social media accounts and creating engaging digital content.
- Experience developing promotional graphics, marketing materials, and social media campaigns.
- Proficiency with Canva or similar graphic design platforms.
- Experience with Mailchimp or comparable email marketing tools.
- Strong writing, editing, and proofreading skills, with the ability to tailor content to different audiences.
- Ability to analyze social media performance and improve campaign effectiveness.
- Experience coordinating advertising, media relations, or event promotions is an asset.
- Proficiency with Google Workspace, including Gmail, Drive, and Docs.
- Familiarity with website management, photography, and basic video editing is an asset.

Intellectual Property Disclaimer

All marketing materials, designs, graphics, branding assets, photographs, written content, and any other creative work produced in this role—whether independently or in collaboration with others—remain the sole property of the Fergus Agricultural Society. These materials may not be used, reproduced, or distributed for personal or external purposes without explicit written permission from the Board of Directors.

Position Details

- **Contract Term:** January–November 30, 2027.
- **Contract Type:** Independent contractor agreement.
- **Compensation:** Up to $7,500 for the full contract term.
- **Payment:** The contractor will submit monthly invoices for work completed, with total payments not exceeding the approved contract amount.
- **Work Arrangement:** Primarily remote, with in-person attendance required for selected meetings, events, and promotional activities.
- **Fair Weekend:** Availability throughout September 17–19, 2027, is a requirement of the contract.
- **Reporting Relationship:** The Coordinator will work with a designated Executive liaison and collaborate with the Board of Directors and Committee Chairs.

To apply, please send your resume and cover letter to vp1@fergusagsociety.ca by Wednesday, December 9, 2026.