

## JOB POSTING



### Advocacy & Engagement Specialist

Daily Bread Food Bank works towards long-term solutions to end hunger and poverty and runs innovative programs to support individuals living on low incomes and experiencing food insecurity. Daily Bread distributes fresh and shelf-stable food, and fresh-cooked meals to 132 member agencies and 207 food programs across Toronto. Daily Bread also publishes the influential *Who's Hungry* report—an annual survey measuring trends in food insecurity and poverty in Toronto.

<b>Job Title:</b>	Advocacy & Engagement Specialist
<b>Department:</b>	Research & Advocacy
<b>Reporting to:</b>	Vice President, Research & Advocacy
<b>Location:</b>	191 New Toronto Street, Toronto, ON, M8V 2E7
<b>Salary:</b>	\$65,000-\$75,000 per annum, commensurate with experience
<b>Terms:</b>	35 hours a week / Permanent, Full-Time, Hybrid

Daily Bread offers an inclusive and engaging workplace culture, a competitive salary, and a comprehensive employer-paid benefits package. The wages and benefits paid to Daily Bread Food Bank's full-time staff meet the requirements of the [Ontario Living Wage Network](#).

#### Additional benefits and considerations for you:

- 100% employer-paid health and dental benefits.
- Free daily lunches when on-site at 191 New Toronto St office.
- 15 days of paid vacation per year, with additional days earned each year.
- Paid sick leave and personal days.
- RRSP matching after 1 year.
- Professional development opportunities.
- A hybrid work environment.
- Recognized as one of Greater Toronto's Top Employers (2024).
- Awarded Canada's Most Admired Corporate Cultures by Waterstone Human Capital (2023).
- Recognized as a 5-star rated charity by Charity Intelligence Canada (2023).
- Creative, kind, fun, and passionate team culture.
- Active social committee.
- Free on-site parking.

#### POSITION OVERVIEW

As the Advocacy & Engagement Specialist, you will play a central role in advancing Daily Bread's mission to end poverty and food insecurity in Toronto. Reporting to the Vice President, Research & Advocacy, you will coordinate public education and engagement activities to harness the collective power of our community and advocate for human rights-based solutions in the areas of income security, affordable housing, and decent work. You will help inform, collaborate with, and mobilize our Daily Bread community, including member agencies, partner organizations, donors, staff, volunteers, clients, and supporters. You will also measure and track the success of our collective advocacy efforts to ensure continuous improvement and results.

As a candidate for this position, you will have experience with organizing successful digital and in-person advocacy, community engagement, and public education campaigns and events. You know how to establish strong relationships with partner organizations, sector leaders, donors, staff, volunteers, and clients and can craft compelling messages and materials, including blog posts, website content, and presentations, to mobilize different audiences towards action. You employ stellar communication, collaboration, and project management skills, stay aware of the latest advocacy campaigns, tactics, and trends, and are excited to work alongside your teammates and broader coalitions to engage community members on key advocacy initiatives.

## **RESPONSIBILITIES**

### **Community Mobilization**

- Coordinate and execute digital and in-person campaigns, media relations efforts, community engagement events, and coalition activities to advance Daily Bread's public policy objectives.
- Utilize creative and effective advocacy tactics to harness the power of Daily Bread's community and garner the attention of media, public policy influencers, and government decision-makers.
- Craft compelling key messages and content for advocacy campaigns.
- Collaborate with other departments and/or consultants to execute and amplify campaigns through paid ads, email segmentation, social media, newsletters, and other venues/channels.
- Monitor advocacy initiatives, trends, and opportunities across the sector, keeping the Research & Advocacy team abreast of initiatives to be aware of, amplify, or participate in.
- Collect, monitor, and analyze data on advocacy and community engagement activities and outcomes to support compliance with advocacy and elections regulations, and to adapt and improve tactics based on evaluation.

### **Public Education & Communications**

- Craft compelling communications content and public education materials about the advocacy activities, opportunities, and successes of the Daily Bread community, including through news releases, reports, blogs, website content, newsletter updates, and donor materials.
- Contribute strategic advice and content to organizational and partner advocacy and policy campaigns, including election campaigns.
- Coordinate community events and capacity building activities including research and policy focused events, workshops, and democratic engagement initiatives (e.g., election debates, voter shuttles, information pop-ups, etc.).
- With support from the Manager of Policy & Government Relations, map stakeholders, create a dissemination plan, and coordinate engagement activities that maximize the impact of Daily Bread's annual *Who's Hungry* report.
- Assist with Daily Bread's research, policy, and communications activities as needed.

### **Stakeholder Relations**

- Engage and activate member agencies, food bank clients, donors, volunteers, and community members, enabling them to inform and participate in advocacy initiatives.
- Build and maintain strategic partnerships and coalitions with key organizations, influencers, and stakeholders across the sector to collectively advance Daily Bread's policy priorities. Explore advocacy partnerships beyond the "usual suspects" to maximize Daily Bread's advocacy impact.
- Support meetings with elected representatives, with a view to bringing community perspectives

and voices to the table.

- Actively participate in, and support, meetings, projects, and relevant initiatives within the department, across departments, and among partner organizations.
- Act as a representative of Daily Bread at meetings with external stakeholders.
- Represent Daily Bread's mission and values with government, elected representatives, colleagues, volunteers, and members of the public.

### **EDUCATION/EXPERIENCE (or equivalent)**

- Post-secondary training or equivalent experience in communications, community engagement, public policy, public affairs, marketing, or related field.
- Demonstrated ability to plan and execute effective advocacy campaigns using engagement strategies and communications tools/materials that inspire action and get results.
- Demonstrated experience with digital engagement tools and platforms, including social media, websites, letter-writing platforms, email segmentation, and other marketing tools to mobilize action around an issue. Experience using New/Mode is an asset.
- Demonstrated experience working directly with communities who face systemic discrimination and oppression.
- Experience managing projects from inception to completion including developing timelines, sequencing tasks, tracking progress, and identifying and mitigating risks.
- Experience working in a network environment and/or member-based association is an asset.
- Experience working on advocacy campaigns that target the municipal, provincial, or federal government. Experience related to poverty reduction and/or food insecurity is an asset.

### **KEY COMPETENCIES**

- Proficiency in digital and in-person engagement techniques and platforms.
- Strong communication skills, with the ability to craft clear and compelling messages that persuade and activate different audiences.
- Ability to plan and execute large-scale campaigns, balance multiple projects concurrently, thrive in a fast-paced environment, and adapt quickly to change and new opportunities.
- Ability to work collaboratively and respectfully with a diversity of people, including people experiencing poverty and food insecurity, donors, government officials, member agencies, partner organizations, staff across departments, and the public.
- Knowledge of best practices, issues, and trends relating to community mobilization, particularly on issues related to poverty and food insecurity.
- Proficiency in monitoring and measuring outcomes and engaging in continuous evaluation/improvement.
- Organized, resourceful, highly motivated, and detail oriented.
- Excellent networking and interpersonal skills that facilitate strong relationships.
- Strong knowledge of Microsoft Office – Word, Excel, PowerPoint, Outlook, MS Teams.
- A genuine commitment to ending poverty and food insecurity.

### **WORKING CONDITIONS**

The incumbent has an office at 191 New Toronto Street in a warehouse environment and is occasionally required to travel to offsite meetings and events.

## HOW TO APPLY

To be considered, applicants must submit a cover letter and resume by **Monday, August 12, 11:59 p.m.** to [careers@dailybread.ca](mailto:careers@dailybread.ca). Interviews for the position will be conducted on a rolling basis.

***Daily Bread Food Bank is an equal opportunity employer and encourages applications from members of designated groups and those with lived experience of poverty or food insecurity. Persons with disabilities who need accommodation in the application process, or those needing job postings in another format, please e-mail a request to Human Resources.***

Daily Bread Food Bank thanks all individuals who apply for this position and will only contact candidates who are selected for an interview.