



Communication Volunteers

The Ontario Farmland Trust (OFT) works across Ontario to protect farmlands and associated agricultural, natural and cultural landscapes of food production for the benefit of current and future generations. There are three aspects to OFT's work: farmland securement and stewardship, policy engagement related to farmland protection, and outreach and education. To have an even greater impact, we are seeking engaged and passionate volunteers to get involved with our work. Help protect farmland for future generations, through volunteering with OFT!

Communications Volunteers

Communications volunteers will assist OFT's communications coordinator on the back end with ensuring the organization has impactful content and imagery for use on a variety of platforms such as social media, blog posts, and more. This will help to amplify OFT's messages, campaigns and calls to action regarding issues of farmland loss and opportunities for greater protection, ensuring that our collective voice is heard by the broader public through engagement on various social media platforms.

Tasks will include, depending on the interest of the volunteer:

1. Create social media posts and visual content relevant to OFT campaigns, calls to action, and general messaging, and use this content to amplify the work OFT is doing across social media
2. Collect and analyze metrics and data from OFT's social media accounts, website, e-blasts, and other online communications applications to assist in our tracking of social media engagement and to ensure OFT is releasing content that is meaningful and useful to our audiences
3. Assist with OFT fundraising campaigns through the creation, dissemination and/or analysis of the messaging
4. Recommend material for OFT's blog articles by contributing as guest blog writers on a topic or issue related to OFT's areas of interest

Communications volunteers ideally will have some combination of the following experience & interests:

- Experience creating content for e-newsletters and social media, including familiarity with accessibility best practices
- Experience in creating visually compelling content
- Knowledge of Canva, or an interest in learning
- Access to a computer you can use for creating communications
- Excellent communication & time management skills
- Knowledge and passion for farmland protection!

Time commitment:

- 5 hours per month
- We are seeking volunteers with an interest in committing to a year to start, so we can really get to know you!

Communications work will take place virtually. If a volunteer is based in Guelph, there may be occasional opportunities to work alongside OFT staff at our Guelph office.