

**The New Farm Centre  
Communications and Design Coordinator  
Job Description**

The New Farm Centre seeks a creative and strategic Communications and Design Coordinator to help tell the story of regenerative agriculture and its impact on our communities and ecosystems. This is a meaningful opportunity to communicate the New Farm Centre's mission to farmers, donors, chefs, corporate groups, government, and the general public, and help shape how these diverse audiences understand and engage with our work in supporting resilient and just food systems. The Communications and Design Coordinator will lead the development of compelling visuals and written materials for educational programming and events, impact reporting, digital platforms, and more. Reporting to the Experiential Education Manager, this role will play an important part in translating complex work and agricultural concepts into accessible, inspiring, and effective communications. This position is ideal for someone who wants their creative work to contribute to tangible environmental and social change.

The New Farm Centre is a registered charity dedicated to developing, demonstrating and advocating for a regenerative farming system that mitigates climate change, fosters healthy ecosystems and communities, and improves farmer livelihoods. In addition to growing vegetables and raising livestock using regenerative practices, we operate experiential education programs, donate the majority of vegetables grown on the farm to a network of good food organizations, partner with farmers and landowners in our area to promote regenerative practices, and work on policy initiatives to spread regenerative practices across Canada.

**Responsibilities:**

**Visual and Design:**

- Develop visuals and design for event materials and slide presentations
- Develop a template and lead the visual design of our annual impact report and interim grant reporting
- Design and draft materials for annual giving campaign, coordinate campaign
- Design on-farm signage with support from the Events Manager
- Coordinate annual merch and swag design (hats, t-shirts)
- Help create consistent branding and lead potential branding tweaks or redesigns

**Website & Social Media:**

- Update website and create new features for online content, events calendar, email list
- Capture photos and video content at events, manage photo file storage
- Develop and post all social media content, manage social media platforms (instagram, facebook, LinkedIn)

**Written Communications & Strategy:**

- Write content for impact reports, social media, event communications, press releases

- Manage newsletter and subscriber lists, quarterback the development of newsletters
- Liaise with partners' communications teams to co-develop communications strategies

**Qualifications:**

The ideal candidate will have three or more years creating impactful visual and written materials in a professional setting

- **Visual and Web Design:**
  - Excellent graphic design skills, including experience designing slides, impact reports and templates, and marketing materials for events
  - Experience developing and growing a cohesive brand voice and image across platforms and materials
  - Basic to intermediate website development, including experience with Wordpress
  - Photography and videography: ability to take and edit quality photos and video for social media
- **Written Communications:**
  - Strong writing skills and experience developing nuanced messaging for a variety of audiences
  - Communications experience at a mission-focused organization (charity, not-for-profit, B corp, etc) is an asset
  - Experience working with partner organizations to co-develop communications strategies
- **Other:**
  - Knowledge of agriculture and climate change is an asset
  - Proficiency in Google Workspace (docs, sheets, drive), Canva, Wordpress
  - Attention to detail and accuracy
  - Self-starter, proactive, interested in growing with this role
  - Ability to work independently and collaboratively in a team

If you don't meet every qualification we've outlined but this role really excites and interests you, we would still love to hear from you. Ability to work legally in Canada is a requirement.

**Position Details:**

This is a part time staff position for 24 - 28 hours per week starting in early May. It is a one-year contract position, with the possibility of renewal.

Location: Hybrid. This role will require both remote (from a home office) and in-person work at our farm and centre near Creemore, ON. The Communications & Design Coordinator will need to be available in-person at least twice a week May - October and once per week November - April. This role will require some evening and weekend in person work for special events.

Compensation: \$32 - \$40 per hour pay range, with compensation to be commensurate with experience. As a contract position, it also includes matching GRSP contributions and 8% vacation pay.

**How to Apply:**

**Please submit a detailed cover letter and your resume in an email with the subject line: Communications & Design Coordinator Application to [education@thenewfarm.ca](mailto:education@thenewfarm.ca) by March 30, 2026 at 9am EST. No phone calls or in person applications please.** If you require accommodation for the job application process, please contact [education@thenewfarm.ca](mailto:education@thenewfarm.ca).

While we will do our best to respond to all candidates, we may only be able to notify candidates who are selected for an interview.

*The New Farm Centre is working to create belonging, equity, and justice in our organization and work. We encourage applications from Indigenous peoples, visible minorities, women, LGBTQIA2S+ and persons with disabilities and strive to create an inclusive workplace. We value diverse perspectives and will consider relevant life experience alongside professional qualifications when reviewing applications.*