

Department:	Resources and Public Engagement	
Responsible to:	Senior Manager, Supporter Relations	
Supervise:	n/a	
Classification:	E	
Status:	Permanent, Fulltime	
Working Conditions:	Remote	
Location:	Regional	October 2024

Position Summary:

The regional representative works directly with Canadian Foodgrains Bank volunteers, supporters, churches and agri-businesses in their region at the community level. They are responsible for fostering and encouraging local support for the Canadian Foodgrains Bank by facilitating the generation of resources through fundraisers such as growing projects and other events and activities, developing relationships with individual donors, churches, businesses and others, and by increasing the awareness and understanding of global hunger issues in their region.

Extensive travel within the region and periodic travel to Winnipeg are required, with occasional opportunity for international travel.

Primary Working Relationships:

The regional representative is part of the resources and public engagement department and reports to the supporter relations manager. They relate in a supervisory and support capacity with regional ambassadors and volunteers and connect as peers with other members of the supporter relations team. They also connect with and respond to public policy staff on political advocacy activities.

Roles and Responsibilities:

(Key: A = act; A&I = act & inform; AAC = act after consultation)

1. Volunteer Support – Build and maintain a strong and active volunteer network that is supportive of the Foodgrains Bank program by:

- 1.1.** Identifying, recruiting, supporting and motivating committed volunteers to promote and facilitate Foodgrains Bank activities in their community or business; maintaining up-to-date volunteer contact information. **A**
- 1.2.** Assisting volunteers to develop a deeper understanding of global hunger issues, and responses to hunger including food assistance and food security programming. **A**
- 1.3.** Maintaining up-to-date records of engagements with key volunteers, growing projects and other supporters in the donor database. **A**

- 1.4. Planning, organizing and holding periodic information meetings and events for volunteers, supporters and other interested participants. **A**

2. Fundraising: Facilitate and encourage increased support for the Foodgrains Bank by:

- 2.1. Maintaining regular contact with supporters (e.g. by email newsletter). **A**
- 2.2. Promoting the growth of community growing projects and other fundraisers. **A**
- 2.3. Meeting with and encouraging growing project committees, individual donors, church congregations, community groups, schools, and companies to promote and build support for the work of the Foodgrains Bank. **A**
- 2.4. Representing the Foodgrains Bank at locally-organized events such as community meetings, churches, service clubs, schools, conferences, farm and other trade shows. **A**
- 2.5. Sharing information about the Foodgrains Bank program with local media. **A**
- 2.6. Developing and maintaining positive working relationships with agri-business personnel such as elevator managers, regional managers, chemical and fertilizer dealers, etc. **A**

3. Public Education and Engagement – Support and facilitate efforts to increase awareness and understanding of global hunger and food security issues among Canadian Foodgrains Bank supporters, members’ constituencies, churches, youth and youth engagers, and the general public, including:

- 3.1. Assisting with hosting international visitors in their region. **AAC**
- 3.2. Encouraging and helping facilitate regular communication/meetings between growing projects and supporters with local Members of Parliament, and other communications to government, on behalf of the Foodgrains Bank. **AAC**
- 3.3. Recording and reporting on a monthly basis about public engagement activities in their region for the annual DFATD report (e.g. number of engagement opportunities and size of audience, cards signed, letters sent, etc.) **A&I**

4. Monitoring, Planning and Reporting – Monitor and identify regional trends and opportunities that may impact the Foodgrains Bank’s resource collection and public engagement activities, and make recommendations on appropriate courses of action.

- 4.1. Collect and share information with the director and other staff to ensure the Foodgrains Bank fundraising and public engagement program remains relevant, responsive and attractive at the grassroots level. **AAC**
- 4.2. Share information about new donor opportunities with department staff and collaborate on outreach strategies. **A**
- 4.3. Share story ideas and photos from events, harvests and other Foodgrains Bank-related activities with the communications team. **A**
- 4.4. Submit monthly expense and public engagement reports. **A**

5. Other

- 5.1. Work collaboratively with the larger team on national issues and initiatives through participation in regular department staff meetings. **AAC**
- 5.2. Attend board meetings and other corporate events as requested. **AAC**
- 5.3. In regions where applicable, monitor and manage any land donated to the Foodgrains Bank, or any crops stored locally on behalf of the Foodgrains Bank. **AAC**

Qualifications:

Education:

- Formal education is not required for this role, but education in agriculture, theology, international relief and development, and fundraising will be considered a strong asset.

Experience:

- Prior experience in resource generation/fundraising and education/public engagement
- Experience in the agriculture sector will be considered a strong asset.

Special Skills

- Excellent interpersonal communication skills
- Good public relations skills
- Able to support volunteers and invite people to a compassionate and faithful response to the hungry.
- Able to respectfully engage diverse audiences in the work of the Foodgrains Bank
- Able to communicate a Christian faith perspective on issues of global hunger and justice
- Knowledge of regional agriculture, markets and trends
- Moderate computer skills and email competence
- Available for extensive domestic and occasional international travel
- Access to a vehicle
- Must identify with and support the Foodgrains Bank's Christian identity and mission, and be able to articulate the relationship between a Christian faith commitment and the work of the Foodgrains Bank.
- Alignment with the Foodgrains Bank's values: compassion, equality, generosity, dignity, justice, peace, right to food, right relationships
- Able to contribute positively to team dynamics and information flow

Assets:

- Knowledge of farming communities and agricultural sector in Canada
- Marketing/sales experience
- Fundraising experience
- Prior personal support for the work of the Foodgrains Bank
- A working knowledge of denominational differences and perspectives