

Department:	Resources and Public Engagement	
Responsible to:	Public Engagement Manager	
Supervise:	N/A	
Classification:	F	
Status:	Term - 2-years; Full time	
Working Conditions:	Sedentary, frequent domestic travel required Office and community based	
Location:	Various locations considered; if located in Winnipeg this position is eligible for hybrid work ¹	February 2026

Background:

The Raising Advocates to Inspire Strategic Engagement in Support of Canadian Assistance (RAISE) program is a strategic public engagement initiative designed to strengthen Canadian understanding and support for international development assistance. At a time of growing global hunger and shrinking international assistance budgets, RAISE aims to engage Canadians to reaffirm the global role that Canada plays in addressing these challenges and the values that underlie Canada's global engagement.

Position Summary:

The project lead will implement and manage our new RAISE public engagement program. As a member of the public engagement team and under the supervision of the public engagement manager, this position will lead project implementation, managing the project timeline, coordinating research activities with consultants, and overseeing the recruitment, training, and ongoing engagement of public engagement volunteer animators. The project lead will work closely with the public engagement team, especially with Foodgrains Bank regional staff, ensuring quality control across public engagement resource development and dissemination.

Primary Working Relationships:

The project lead is part of the public engagement team, is responsible to the public engagement manager and works closely with senior public engagement officers and the RAISE project administrator. The public engagement team works collaboratively with other members of the resources and public engagement (RPE) department, and as such will respond to requests from the director, resources and public engagement. The

¹ Foodgrains Bank defines hybrid work as a minimum of three days/week in the office and up to two days/work from a remote location.

project lead will intersect with the manager, human resources and administration on issues of volunteer recruitment and management, and supports the work of Foodgrains Bank members in engaging their constituencies.

The project lead will collaborate with other department staff and team managers, the public policy department, and peers in member houses.

Roles and Responsibilities: *(Key: A = act; A&I = act & inform; AAC = act after consultation)*

1. Program Implementation and Management **AAC**

- 1.1. Engage consultants to design and deliver a national survey (including in-depth focus groups) to map attitudes within the Foodgrains Bank’s network of members, churches, and supporters, towards foreign assistance, international development, and Canada’s global role.
- 1.2. Analyze survey findings to identify segmented audience profiles and develop message frames that resonate across Canada’s diverse social and theological contexts.
- 1.3. Develop strategic recommendations for public engagement in Canada’s evolving sociopolitical landscape.
- 1.4. Work closely with Foodgrains Bank’s resources and public engagement and advocacy teams to integrate RAISE narratives, messages and tools into public engagement activities and align with institutional voice.

2. Resource Development **AAC**

- 2.1. In coordination with the Public Engagement team, regional representatives, and member organizations, engage consultants to co-develop public engagement resources informed by survey findings.
- 2.2. Design and deliver a comprehensive training program that includes resources that mobilize people to become engaged and take action.
- 2.3. Mobilize new volunteer animators, existing engagement personnel and networks (regional reps, staff, and members) combining in-person and virtual modalities.
- 2.4. Establish an iterative feedback and learning loop, capturing and integrating insights from all engagement actors and community participants.

3. Program Animation **A&I**

- 3.1. Working closely with the manager, human resources and administration, oversee the recruitment and onboarding of a cohort of volunteers to animate the RAISE program objectives.

- 3.2. Train and equip volunteer animators to activate and support local youth leaders, pastors, and other influencers, creating a multiplier effect through a training-of-trainers approach.
- 3.3. Plan and launch coordinated, public engagement resources and activities across multiple channels and regions, leveraging national moments such as World Food Day.
- 3.4. Liaise with Foodgrains Bank's regional representatives and Foodgrains Bank member animators to coordinate regional engagement efforts.

4. Team Participation

A

- 4.1. Inform and participate in strengthening the Foodgrains Bank's overall public engagement strategy.
- 4.2. Support the collection, maintenance and reporting of public engagement team activities such as event attendance, resource development and distribution, and volunteer presentations.
- 4.3. Participate fully and positively in the work of the resources and public engagement department and collaborate as needed in the work of other departments.
- 4.4. Develop a strong understanding of our members and their denominations

5. Other

A

- 1.1. Stay current with the work of the international programs and public policy departments and issues on hunger and the humanitarian and development sector in Canada and globally.
- 1.2. Participate in and/or lead member working groups and interdepartmental project teams as requested.

Qualifications:

Education:

- Post-secondary qualification in adult education, international development, a related field, or equivalent experience
- Graduate degree in relevant field is an asset

Experience:

- 3 – 5 years designing and delivering adult experiential learning
- 2 – 4 years leading collaborative public engagement projects with diverse stakeholders
- Experience in project management
- Experience working in interdenominational or ecumenical settings

Required Skills:

- Effective interpersonal and public communication skills
- Demonstrated skill in group and workshop facilitation
- Strong organizational skills

- Creativity
- Strong written communication skills
- Working knowledge of applicable technical and digital engagement tools
- Awareness of issues related to international food security and humanitarian assistance
- Must identify with and support our Christian mission; must support our core values - compassion, equality, generosity, dignity, justice, peace, right to food and right relationships.
- Ability to communicate effectively with diverse audiences;
- Availability for domestic travel (10-30%)
- English language fluency

Preferred:

- Previous overseas work experience or a combination of education and domestic work experience with international NGOs, preferably in the context of food security
- Understanding of advocacy principles in the Canadian political landscape
- Knowledge of agricultural systems and issues in Canada and international contexts
- Previous experience in the development of educational resources
- French language fluency