



## **Marketing Coordinator**

Fergus Agricultural Society

The Fergus Agricultural Society is a non-profit organization that hosts community events including Breakfast on the Farm and the Fergus Fall Fair. Our mission is to promote agriculture, celebrate rural lifestyles, recognize talent and inspire connections.

We are looking for a Marketing Coordinator to promote our events through print and online channels.

### Key Responsibilities:

- Coordinate print and online ad placement with local partners
- Create year-round social media calendar, including writing copy and designing graphics
- Day-to-day management of Facebook and Instagram pages
- Create and send e-newsletter to subscribers
- Write news releases and pitch story ideas to local media
- Lead development of marketing materials (postcard, brochure, etc.)
- Report to the Advertising committee with regular updates
- Assist with other marketing tasks as requested

### Requirements:

- Completed or in-progress diploma or degree in marketing or a related field
- Experience with Canva, MailChimp and Meta Business Suite
- Excellent verbal and written communications skills
- Strong time management and organizational skills

Type: 8-month contract, approximately 125 hours from March to October 2025

Location: Remote with occasional in-person meetings

Compensation: \$5,000

To apply, please send your resume to [info@fergusfallfair.ca](mailto:info@fergusfallfair.ca) by March 14, 2025.