FoodMesh
Give food a second chance

Job Posting: Digital Marketing & Content Specialist (Remote)

Overview

Are you passionate about communications, community engagement, and reducing food waste? Do you thrive in a fast-paced, dynamic environment where you can make a meaningful impact? FoodMesh, a leading food waste reduction organization based in Vancouver, is looking for a versatile **Digital Marketing and Content Specialist** to join our small but mighty team.

In this role, you will execute integrated marketing, social, and communications strategies across both **FoodMesh** (our B2B food recovery brand) and **Love Food Hate Waste Canada** (our national consumer-facing behaviour change program).

Position details

Compensation: Base salary: 65,000 annually plus comprehensive benefits package (health insurance covered at 66% by FoodMesh, 3 weeks of paid time off, birthday off, education allowance).

Location: Remote (anywhere in Canada). Occasional travel may be required to attend in-person meetings.

Hours: Business hours Monday - Friday.

Term: Full-time employment

Application Deadline: Friday, November 13, 2026

About us

At FoodMesh, we believe in a world with no waste. As a Canadian Certified B Corporation dedicated to reducing food waste, we build digital networks and logistics solutions that connect food businesses with charities, farmers, and other organizations to ensure surplus food is put to its highest and best use. As the official license holder for Love Food Hate Waste Canada (LFHW), we also lead national consumer campaigns focused on preventing household food waste across Canada.

FoodMesh
Give food a second chance

Key responsibilities

Digital Campaigns & Asset Creation

- Directly support the Sales team by building actionable sales collateral, pitch decks, case studies and one-pagers to support their growth goals.
- Design, set up, and optimize targeted paid digital ad campaigns across Meta, LinkedIn, and Google Ads to generate qualified B2B leads for FoodMesh, build a network of surplus food recipients in specific geographies and increase campaign engagement for LFHW.
- Use tools like Google Analytics to continuously measure campaign effectiveness, track lead conversion rates, optimize customer acquisition costs, and report on marketing's direct impact on sales pipeline growth.

Social Media, Community & Influencer Management

- Support social media strategy across all platforms, actively engaging with prospects, partners, and the community to build brand authority and drive inbound inquiries.
- Conduct audience performance analysis to identify growth opportunities, trending topics, and strategic tactics for extending the reach of FoodMesh and LFHW messaging.
- Manage relationships with content creators, influencers and brand ambassadors to amplify LFHW campaigns and drive consumer engagement.
- Contribute to the creation of compelling content for FoodMesh's social media channels.

Content Creation & Copywriting

- Write compelling email copy, build email layouts, manage contact list segmentation, and deploy regular email newsletters for both brands.
- Research, draft, and publish engaging blog posts, success stories, educational articles, and web content promoting food waste reduction.

Design, Web Updates & Operations

- Produce eye-catching digital graphics, social media imagery, and campaign materials using Canva or Adobe Creative Suite.
- Perform regular website updates, publish new blog posts, layout landing pages, and maintain brand consistency across FoodMesh and LFHW web platforms.
- Coordinate with external translation partners to ensure all LFHW materials and communications are accurately translated into French and accessible nationally.

FoodMesh
Give food a second chance

Qualifications

- **Growth & Performance Marketing**: You have a solid track record in B2B digital marketing and know how to run full-funnel lead gen. You're comfortable managing paid acquisition channels (like Google Ads, LinkedIn Ads, and paid social) that bring in qualified leads and drive real customer growth.
- **Commercial Strategy & Analytics**: You bring a data-driven approach paired with sharp business sense. You know how to align marketing goals directly with sales targets, measure campaign ROI, and communicate commercial success alongside social impact.
- **Social Media & Community**: You know how to manage social channels and build an active, engaged community. If you have experience collaborating with content creators or running influencer partnerships to boost brand awareness, that's a huge plus.
- **Written Communication**: You're an exceptional writer with a keen eye for detail and strong audience empathy. You intuitively know how to shift your tone, register, and style depending on whether you're speaking to a corporate partner, a charity, or the general public.
- **Creative Tools & Visual Content**: You're comfortable creating content using design tools like Canva and navigating CMS platforms. Hands-on photography or video production skills are a fantastic bonus.
- **Mission Alignment**: You're genuinely passionate about sustainability, circular economy principles, and cutting down food waste.
- **Proactive & Adaptive**: You're a self-starter who speaks up, takes initiative, and gets things done without needing hand-holding. You thrive in fast-paced environments and feel right at home navigating a bit of startup chaos or ambiguity.
- **Team Player:** You bring a down-to-earth, "roll up your sleeves" mindset. As a small team, we all pitch in wherever needed, and you're excited to jump in and help out.
- **Languages**: You are fluent in English. Being bilingual in French is a major asset!

What we offer

- Flexible, fully remote work environment.
- Opportunity to make a tangible, positive environmental and social impact.
- Collaborative, supportive, and mission-driven team culture.
- Continuous learning and professional growth opportunities.

If you're ready to join a mission-driven organization and help us build a sustainable food system, we'd love to hear from you! Please submit your resume and cover letter outlining your relevant experience and interest in FoodMesh.

FoodMesh is committed to building an inclusive and diverse workplace. We encourage applications from individuals of all backgrounds and experiences.