



Job Posting - COORDINATOR, PR AND ONLINE ENGAGEMENT

Position type: Permanent, Full-Time
Location: Toronto, ON
Years of experience: 2+

POSITION SUMMARY:

The Canadian Women's Foundation is seeking a Coordinator of PR and Online Engagement to work with a creative and committed team in our Toronto office. This position reports to the Manager, PR and Online Engagement, and works collaboratively with other staff in the Public Engagement department in support of the Foundation's goals for public awareness, engagement, and fundraising.

The Coordinator is responsible for coordinating social media, maintaining the blog and occasionally the website, coordinating e-communications, and providing public relations support.

KEY RESPONSIBILITIES:

Social media

- Research, source, coordinate, schedule and post content for all social media channels (Facebook, Twitter, LinkedIn)
- Monitor feedback from audiences (flag potential issues, share positive feedback)
- Conduct and track influencer relations
- Monitor other organizations' social media (grantees, sector organizations, corporate partners)
- Track and report social media metrics

Blog and website

- Coordinate blog editorial calendar and content publishing (solicit content, edit, layout, publish)
- Track and report blog metrics
- Other blog support as required
- Update website pages as required
- Track and report website metrics as required

E-communications

- Coordinate production of monthly e-newsletter (editorial calendar, content, layout, and distribution)
- Coordinate production of standalone e-communications (planning, content, layout, and distribution)
- Maintain distribution lists and templates
- Liaise with other departments regarding planning, scheduling, and segmentation
- Other e-communications support as required

Public relations

- Track and report media coverage metrics
- Provide messaging and writing support
- Coordinate distribution of media materials
- Respond to media inquiries (in Manager's absence)



- Provide pitching and follow-up support
- Other media and public relations support as required

Administration

- Maintain software accounts
- Track invoices
- Provide budget administration support
- Participate in developing and implementing project plans, schedules, budgets, approvals
- Other administrative support as required

QUALIFICATIONS

- Education: University degree or certificate program in Online Media, Public Relations, or Communications, or an equivalent combination of education and work experience
- Experience: Minimum two years of experience in social media/online engagement, public relations, or communications, ideally in a non-profit environment
- An understanding of the issues facing women and girls in Canada is essential
- Bilingualism (English and French) is required

SKILLS AND ABILITIES

- Demonstrated knowledge of online communications and/or public relations strategies and tactics
- Strong project management and organization skills
- Strong writing skills
- Excellent computer and online software skills (Excel, Word, Adobe PDF, MailChimp, Sprout Social, Google Analytics, online social media platforms including Facebook, Twitter, LinkedIn)
- Experience with web content management software (Wordpress, Drupal, Artez, etc.)
- Knowledge of graphic design software (InDesign, Photoshop, etc.) an asset
- Knowledge of Raiser's Edge an asset
- Ability to solve problems and work both independently and as a team player
- Ability to manage multiple deadlines
- Ability to identify relevant content for key audiences
- Ability to stay abreast of best practices
- Excellent attention to detail
- Ability to be diplomatic, enthusiastic, flexible, task-oriented, and comfortable working with people in a variety of situations

To apply, please send your resume with cover letter, salary expectations, and digital portfolio to humanresources@canadianwomen.org by **end of day, Friday, March 31, 2017**. No phone calls please. We thank all who express interest, but only those selected for an interview will be contacted.



We offer a competitive salary, excellent benefits package, and a dynamic work environment.

The Canadian Women's Foundation is Canada's public foundation for women and girls. We empower women and girls in Canada to move out of violence, out of poverty, and into confidence and leadership. Since 1991, we've raised money and invested in over 1,400 community programs across Canada, and are one of the ten largest women's foundations in the world. For more information, please visit www.canadianwomen.org