

# Digital Communications Coordinator

## Job Posting

We are seeking a full-time, permanent Digital Communications Coordinator to join the Public Engagement Department of the Canadian Women's Foundation. The Digital Communications Coordinator operationalizes digital engagement plans and activities to increase new followers/supporters and better connect with existing followers/supporters. This bilingual English and French position is hands-on and supports the Foundation's fundraising, grantmaking, systemic change, and thought-leadership goals and activities. Reporting to the Manager of Digital Communications, this role helps to advance gender justice by supporting women, girls, and Two Spirit, trans, and non-binary people to move out of poverty, out of violence, and into confidence and leadership.

The Canadian Women's Foundation is a national leader in the movement for gender equality in Canada. Through funding, research, advocacy, and knowledge sharing, we work to achieve systemic change. We support women, girls, and gender-diverse people to move out of violence, out of poverty, and into confidence and leadership. Since 1991, our generous donors and supporters have contributed more than \$185 million to fund over 3,000 life-transforming programs throughout Canada. For more information about the Foundation, visit our [website](#). To learn more about what we offer to employees and why you should apply, visit [Work With Us](#).

We strongly encourage applications from women, Two Spirit, trans, and non-binary people who identify as Black and/or racialized, First Nations, Métis, and Inuit, living with disabilities, and/or members of 2SLGBTQI+ communities.

### Key Duties and Responsibilities

- Implement best practices in social media content, advertisements, and moderation
- Assist with email marketing including drafting, design, segmentation, and delivery
- Implement website updates and support web maintenance, utilizing best approaches for diverse users with accessibility and search engine optimization (SEO) in mind
- Support podcast delivery, development, and promotion
- Support other digital activities, such as online petitions, surveys, donor-facing material development, influencer engagement, and impact reporting
- Assist in planning and implementation of digital/hybrid events
- Assist with public relations activities, including media relations and monitoring

- Help build on and uphold strong communications guidelines and practices
- Assist with regular evaluation and reporting across platforms and tools, as well as in interpreting results for improvement
- Support development of communications workplans
- Regularly participate in planning and team meetings as well as cross-departmental and collaboration, training, and events
- Identify and participate in relevant skill-building, training, and partnerships
- Other duties as required

## **Qualifications and Experience**

- 3-5 years of experience in nonprofit or social purpose-related digital communications and marketing
- Post-secondary communications/marketing education desirable

## **Skills**

- High digital skill competency
- Strong intersectional feminist analysis paired with plain accessible language skills
- Strong communication and marketing skills: email content, marketing, and database, website content management skills (i.e. Wordpress), and social media competency, especially TikTok, Facebook, LinkedIn, Instagram, and Twitter
- Strong bilingual skills, French and English, both written and oral
- Strong understanding of audience segmentation and targeting
- Solid digital design skills using intuitive tools like Canva
- Other tools/skills are an asset: Sprout Social, audio-video editing, Adobe CC

## **Expectations and Conditions**

The chosen candidate will be able to start work as soon as possible and will complete a six-month probation period.

## **Compensation**

The salary range for this position is \$50,000 to \$60,000. Comprehensive health and dental benefits, long-term disability insurance and RRSP contributions are included, as well as professional development opportunities. This is full-time, permanent position.

## **Job Location**

This position is remote or based at the Foundation's head office in Toronto, Ontario.

## **Apply Today by Submitting:**

- A one-page cover letter outlining why you want to be part of the Canadian

Women's Foundation and briefly summarizing your key skills and relevant experience.

- A resume that provides an overview of your work, education, and volunteer experience.
- Links to digital work such as emails and social content are appreciated.

The deadline for submission is **5:00 PM EST on February 10, 2023**. Please email the document to [humanresources@canadianwomen.org](mailto:humanresources@canadianwomen.org) and indicate "**Digital Communications Coordinator**" and quote reference number "**PE-003**" in the subject line.

The Canadian Women's Foundation is strongly committed to equity in employment and seeks to attract, select, and hire a diverse team with a high level of professional skills, passion for and belief in our vision and mission. We aim to be inclusive of diverse people across gender and sexuality spectrums. This includes people who identify as women, girls, trans, Two Spirit, genderqueer, non-binary, and 2SLGBTQI+. If comfortable, we encourage candidates to share information about their identities, lived experiences, and the communities they are part of in their cover letter. We thank all applicants for their interest. However, only those selected for a first interview will be contacted. We anticipate two rounds of interviews with bilingual testing before the successful candidate is selected.