

Digital Communications Coordinator

Job Posting

We are seeking a **Digital Communications Coordinator** to join the Public Engagement department. The Digital Communications Coordinator operationalizes digital engagement plans and activities to increase new followers/supporters and better connect with existing followers/supporters. This 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 **bilingual (English and French)** role helps to advance gender equality and justice by supporting women, girls, and Two Spirit, trans, and nonbinary 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 \$250 million to fund over 3,200 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 nonbinary people who identify as Black and/or racialized, First Nations, Métis, and Inuit, living with disabilities, and/or members of 2SLGBTQIA+ communities.

Key Duties and Responsibilities

Activity Implementation

- Implement best practices in social media content creation, posting, advertisements
- Conduct content moderation across relevant platforms
- Implement website updates and support web maintenance and optimization while following the Foundation style guide and lexicon, using best practices for diverse users, considering accessibility standards and search engine optimization (SEO)
- Support podcast delivery, development, and promotional activities, including transcription and connecting with partners

- Support the Feminist Creator Prize project delivery and promotion
- Support other digital marketing and engagement activities, such as surveys, influencer engagement, community partnerships, and impact reporting
- Support media relations and public relations activities, such as following up with pitches and reporters, and help integrate media successes into other content/digital platforms
- Support Community Initiatives team for all social media related to grant launches and events/projects delivery and promotion
- Assist in planning and implementation of digital/hybrid events where needed, including livestreams and webinars
- Support an array of bilingual content and material - review, editing, delivery
- Support e-communications/email marketing as required

Evaluation

- Assist with regular evaluation and reporting on results across platforms and tools, as well as in interpreting results for improved planning and performance (e.g. social media, website, podcast)
- Apply a learning and evaluation lens to all digital communications to support their use for the Foundation's mandate, goals, growth, effectiveness, and strategy
- Support philanthropy efforts (e.g. reports, tracking documents, data pulls)

Team Collaboration

- Support development of workplans
- Regularly participate in planning and team meetings as well as cross-departmental collaboration, training, and events
- Identify and participate in skill-building, training, and partnership efforts
- Other duties as required

Qualifications and Experience

- Experience: 1-3 years of experience in nonprofit or social purpose-related digital communications and marketing, public relations, and media work
- Education: post-secondary communications/marketing education desirable

Skills and Abilities

- **Strong bilingual skills, French and English, both written and oral, is required**
- High digital skill competency
- Strong understanding of audience targeting for advertisements
- Strong communication skills, ability to write and edit for plain language, and attention to detail

- Understanding of intersectional feminist perspectives and gender-based-plus analysis
- Strong website and digital marketing skills: marketing, SEO and website content management skills (i.e. WordPress), and social media competency, especially TikTok, Facebook, LinkedIn, Instagram, Pinterest, and X
- Solid digital design skills using intuitive tools like Canva
- Solid understanding of leveraging media and public relations activities and relationship management
- Other tools and skills are an asset: HootSuite, CapCut, Adobe CC, Typeform, Microsoft Suite, Google Analytics

Expectations and Conditions

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

Compensation

The hiring range for this position is **\$50,000 - \$57,500**. Our benefits package includes a comprehensive benefits plan, a generous vacation allotment, RRSP contributions as well as professional development opportunities. This is a **full-time** position.

Job Location

Depending on the location of the successful candidate, this position could be remote, hybrid or in-office. Our head office is in Toronto, Ontario, but we are seeking candidates from anywhere in Canada. Some travel within Canada may be required.

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 media releases and social media content are appreciated.

The deadline for submission is **8:00 PM EST on Friday, August 30, 2024**. Please email the document to humanresources@canadianwomen.org and indicate "**Digital Communications Coordinator**" and quote reference number "**PE-010**" in the subject line.

Canadian Women's Foundation Commitment to Equity

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, nonbinary, and 2SLGBTQIA+. If comfortable, we encourage candidates to share information about their identities, lived experiences, and the communities they are part of in their cover letter.

The Canadian Women's Foundation adheres to Canadian Human Rights legislation and will provide accommodation to candidates during any part of the interview or hiring process, if requested.

We thank all applicants for their interest. However, only those selected for a first interview will be contacted. We anticipate two rounds of interviews before the successful candidate is selected.