

JOB PROFILE

POSITION TITLE:	Digital Communications Specialist
REPORTS TO:	Communications Manager
SUPERVISES:	N/A
LOCATION:	Toronto

POSITION SUMMARY:

The Canadian Centre for Caregiving Excellence (CCCE) is seeking an experienced communicator to support the development and implementation of its digital and marketing strategies.

Working directly with the Communications Manager, the successful candidate will be responsible for managing and maintaining the content of CCCE's digital presence, including the CCCE's website and social media platforms. This includes both writing and posting of content. The Digital Communications Specialist will be key in our work to catalyze a national conversation about caregiving, and will support our grants, programs, events, and advocacy campaigns.

The successful candidate will be a strong storyteller, write clear and compelling copy and possess exceptional website and social media management skills. We are seeking a candidate who is adept at adapting messaging for different audiences and platforms, the capacity to build solid relationships with internal and external stakeholders.

RESPONSIBILITIES:Digital support:

- Write and post content related to CCCE programs and initiatives to our website, newsletters, social media channels and other communications mediums
- Develop and execute social media strategies to promote CCCE programs and initiatives to extend reach, engagement and impact
- Monitor the broader social media environment to identify opportunities to participate in public conversations relevant to CCCE themes and priorities
- Identify and proactively respond to engagement on paid and organic social media posts to further build community
- Create and disseminate analytics reports to communicate results of online activity
- Maintain brand standards across website and social media channels
- Design and distribute newsletters in MailChimp
- Other duties as assigned

Website Support:

- Responsible for ongoing updates and maintenance of CCCE website
- Maintain the continuity of themes, design layout, streamline navigation to increase online presence

- Recommend and implement improvements to website based on data and user experience
- Review and maintain search engine analytics to maximize traffic to websites

Technical Knowledge

- Proven ability to develop and implement digital communications strategies and integrate them with broader communication and organizational strategies
- In-depth knowledge of e-communication tools including website, social media (Facebook, Instagram, LinkedIn, YouTube, Twitter) and graphic design principles
- Advanced computer skills in Microsoft Office Suite, with editing programs (Adobe Creative Suite/InDesign, Photoshop, Final Cut Pro), with content management systems (such as Cascade), and with file management and transfer systems - Familiarity with Web Content Accessibility Guidelines under the Accessibility for Ontarians with Disabilities Act
- Knowledge of SEO principles

Environment, Pace & Challenges

- Must be able to juggle several projects simultaneously in a fast-paced environment
- Must have the ability to balance priorities and work with minimal guidance

REQUIRED BEHAVIOURS, SKILLS AND KNOWLEDGE:

Position Specific Competencies (Behaviours and Knowledge)

- 3 to 5 years of relevant work experience with clear demonstration of results
- Post-secondary education in a related subject area (marketing, journalism, communications)
 - Demonstrated knowledge of best practices in social media management, including measurement and community engagement
- Strong communication skills (oral and written)
- Attention to detail and proofreading abilities
- Strong project management skills
- Strong interpersonal skills
- Works well under pressure and is deadline-oriented
- Must be able to travel in Canada and internationally as needed
- Ability to work in English and French an asset
- Knowledge of caregiving, disability, aging and health sectors an asset
- Personal and lived experience with communities that identify with disabilities is an asset

About the Canadian Centre for Caregiving Excellence

The Canadian Centre for Caregiving Excellence (CCCE) is an initiative of the Azrieli Foundation to support and empower family caregivers and care providers across Canada. We bring together stakeholders from across the country, translate knowledge to practice, scale what works and fill gaps through innovation. We are guided by four focus areas: support networks and knowledge sharing; education and leadership development; advocacy and policy development; and inclusion and underserved communities. Our expertise and insight, drawn from lived experiences, help us campaign for better systems and lasting change. We work closely with our partners and grantees towards shared goals and better experiences for all those who provide care.

How to Apply:

We invite all interested applicants to send a cover letter and resume to <mailto:info@canadiancaregiving.org> by January 13, 2023.

Commitment to Inclusive Workplaces & Recruitment:

The Canadian Centre for Caregiving Excellence is committed to diversity in our workplace and in our recruitment processes. We encourage applications from members of all racialized groups, gender identities and sexual orientations, Indigenous persons, persons with disabilities, and family status. Accommodations are available on request for candidates taking part in all aspects of the selection process.

Not sure you meet the job posting requirements or want to learn more?

Research shows that women and racialized candidates often only apply to positions when they feel 100% qualified. If you're interested in this role but don't see yourself fully reflected in the requirements of this job posting, **we still encourage you to apply** or reach out to learn more!

Vaccination Requirement:

Vaccination remains the most effective tool to reduce the risk of COVID-19. CCCE is committed to ensuring the health and safety of our employees in the workplace, and therefore we require proof of vaccination for all our employees unless a valid accommodation under legislation exists.