

JOB POSTING

Position:	Digital Communications and Marketing Coordinator
Position Status:	Full-time (35 hours/week) permanent
Work Model (Location):	Hybrid (Toronto/Ottawa) or remote within Ontario
Level and Salary:	Level 11 (Union) \$57,527.00
Application Deadline:	August 9, 2022
Posting Reference:	KAIROS-22-12
E-Mail:	careers@united-church.ca
Web:	www.kairoscanada.org

KAIROS: Canadian Ecumenical Justice Initiatives is an ecumenical movement for ecological justice and human rights. KAIROS includes three program Circles, a network of activists, and regional representatives, educators, and partners in Canada and around the world who help guide our work. We have offices in Toronto and Ottawa and home offices across the country.

Reporting to the Director of Operations, and working with the team, the Digital Communications and Marketing Coordinator will design and implement digital communication strategies to effectively strengthen the use of interactive digital media to support KAIROS' mission of education, advocacy and fundraising.

The Digital Communications and Marketing Coordinator will use their high-level HTML, CSS, and digital design skills to develop and revamp KAIROS' website and visuals for web and social media projects. They manage social media channels, produce and distribute e-newsletters/mass emails, and work with other staff to plan, create, and implement large social media campaigns and fundraising initiatives.

RESPONSIBILITIES

1. Web Design, Editing and Maintenance:

- Responding to the needs of KAIROS program and fundraising, and in conjunction with the Director, plan and implement the overall site design including the addition of new components;
- In consultation with the Director, update and maintain the site including creating new material, adapting and editing material from internal sources, facilitating translation, and establishing appropriate links to other external sources. Facilitate posting to the site on a daily basis;
- Offer creative, innovative, modern and integrated web solutions through existing platforms, including custom CMS and WordPress;
- Design new webpages leveraging existing CSS and JavaScript that will adhere to the new brand standards, style guidelines (to be revised) and accessibility regulations (WCAG, AODA);
- Work collaboratively with web developer, communications advisors, social media specialists, graphic designers, photographers, and videographers;
- Ensure materials for posting comply with brand standards and guidelines, copyediting and web editing as needed;
- Create digital assets such as web banner ads, digital screen slides and social media graphics;
- Create wire frames, mock-ups, previews, and quotes as needed;
- Resize and crop images, correct colours, and ensure images are correctly formatted and optimized for mobile and desktop web browsers;

- Manage and maintain websites and webpages using only HTML, CSS, and JavaScript;
- Develop and maintain interactive elements that encourage user engagement;
- Coordinate any required external technical assistance;
- Generate and analyze reports on user patterns;
- Maintain a photo bank for use on the website and in other communications/education tools;
- Administer website information architecture, user experience design (UXD), and webpage production/revision (coding, layout, image development/manipulation, component integration, and deployment of HTML-related content);
- Test, track and evaluate site performance and adjust as needed;
- Act as first point of contact for the webmaster e-mail box and other feedback services;
- Deliver projects on time and within budget.

2. Digital Communications Strategy:

- Provide consultation and assistance on strategic online initiatives for KAIROS in the use of social media and digital communications;
- Meet with members of the KAIROS community (including programs, departments, communications team) to assess and strategically support their web design and digital communications needs;
- Develop a communication strategy for digital media, including digital communications, social media campaign initiatives and use of video content;
- Shape content strategy for the KAIROS website and social media streams coordinating the day-to-day implementation;
- Maintain a social networking and YouTube presence for KAIROS;
- Manage social media channels on a variety of social media platforms including planning, writing posts, sourcing images, responding to followers, and reporting;
- Write (or re-work) social media posts from other staff for stronger effectiveness and engagement;
- Coordinate large social media campaigns and online marketing initiatives, including the planning, writing, designing, and scheduling of social campaigns and marketing materials in collaboration with the stakeholders;
- Bring software expertise to the creation of KAIROS educational tools;
- Design and implement digital advocacy and fundraising campaigns that include interactive elements;
- Provide analytics and updates on success of campaigns to stakeholders and recommend adjustments as needed;
- Design, coordinate, edit, facilitate translation and distribute a visually dynamic and accessible monthly electronic newsletter; and
- Provide training to local KAIROS networks on digital communications.

All KAIROS staff will exhibit practices that recognize and uphold principles of diversity, equity, inclusion (DEI), anti-colonialism, anti-racism, and anti-oppression (ARAO), exemplifying these principles in their day-to-day interactions with colleagues, partners, hosts, members, donors, supporters, and the public, and contribute to the organization's DEI and ARAO development at the individual, team, and organizational levels.

QUALIFICATIONS

- Commitment to the mission and values of KAIROS and a comfort working in an ecumenical Christian context;

- Post-secondary education in website design and development, multimedia design, or information design;
- 3-5 years of experience in website production (designing, developing, and maintaining branded web pages) together with knowledge of and experience with AODA and W3C standards-based web design and development; non-profit experience preferred;
- Strong proficiency in HTML, CSS, JavaScript/jQuery;
- Proficiency in Adobe Creative Cloud (Photoshop, InDesign, Illustrator); Experience with Adobe Acrobat Premiere Pro and After Effects would be an asset;
- Knowledge of FTP software, such as FileZilla;
- Familiar with Apache/Windows web servers and web hosting environments;
- Knowledge of browser compatibility across multiple platforms and devices;
- Experience working with MailChimp or other mass emailing platforms, including newsletter creation, contact management, and analytics;
- Superior computer skills including Microsoft Office, WordPress, Flash, Moviemaker and other interactive software and technologies;
- Good understanding of AODA practices (WCAG);
- Evidence of capacity to keep pace with technological advances;
- Strong understanding of social media platforms, and best practices for content development and community engagement across a variety of channels;
- Experience translating creative briefs into completed projects;
- Capacity to coordinate and edit material from other staff for online purposes;
- Strong organizational and time management skills and with the ability to produce results in a fast-paced environment and on tight deadlines;
- Understanding of policy constraints and sensitivity to the needs, strengths and limits of a church-based constituency;
- Excellent interpersonal, verbal and written communication skills together with strong attention to detail;
- Think creatively and provide strategic, resourceful problem solving
- Ability to exercise good judgment and to make timely and sound decisions with the ability to think quickly and provide out-of-the-box solutions;
- Social justice or international development experience;
- Ability to meet deadlines and work effectively in a dynamic work environment
- Fluency in French is an asset;
- Ability to work independently, taking initiative, and collaboratively in a flexible and collegial way, achieving high work standards;
- Recognition of personal and professional boundaries.

HOW TO APPLY

Interested applicants are invited to submit their cover letter and resume with **KAIROS-22-12** in the subject line to: careers@united-church.ca Internal applications will be given first consideration.

In accordance with Ontario Human Rights Code, Accessibility for Ontarians with Disabilities Act, 2005, and KAIROS' Equity and Inclusion policy, accommodation will be provided in all parts of the hiring process. Applicants need to make their needs known in advance. We thank all applicants and will contact the individuals selected for an interview. No phone calls please.