



Job Description

Position: Digital Marketing and Communications Officer

Reports to: Senior Manager – Brand & Digital

Language Requirement: Bilingual (English and French) - Imperative

Location: Ottawa (preferred)

Salary Range: \$50,000 to \$60,000

Posting Date: January 5, 2022

Reply Deadline: January 19, 2022

Job Profile

United Way Centraide (UWC) is Canada's leading network of local community builders empowering people to make lasting social change in their community. With a presence across Canada, serving over 5000 communities, our federated network of local United Ways and Centraides tackle the important social issues of poverty and social exclusion in their communities. Our vision is that everyone in every community has the opportunity to reach their full potential. United Way Centraide Canada (UWCC) is the national office that provides leadership and services to UWC members across the country.

Reporting to the Senior Manager, Brand & Digital, the Digital Marketing and Communications Officer works closely within the UWCC Marcom team and with marketing and communications colleagues across Canada to support advancing, strengthening and stewarding the UWC brand, and manages the implementation of strategic brand, marketing and communications programs, with a focus on digital communications and channels.

They will have demonstrated experience with creating integrated marketing communications content (particularly in digital channels) and a passion for creative, impact-driven storytelling. The Officer is responsible for content creation, distribution, and performance monitoring across all UWCC digital communications channels (social media, website etc), and for supporting the network with high quality, high impact marketing communications activities. The position encompasses research, writing, editing, coordinating, and publishing digital content and providing general administrative support for the Marcom team. They will be creatively minded, naturally curious, and solutions-oriented with strong team building and collaboration skills with a passion for social justice and building strong communities.

Responsibilities

Digital Marketing Communications (45%)

- Contributes to and implements the UWCC digital marketing communications strategy (aligned to the UWCC communications strategy).
- Manages UWCC's social media presence and content, including proactive development of innovative and relevant strategies to drive positive brand impression and engagement.

- Creates and manages creation of high quality, high impact content for UWCC digital properties (videos, infographics, photography, stories, social posts, web content).
- Executes digital marketing communications campaigns aligned to key UWCC strategies, areas of focus and themes to improve engagement and understanding of the UWC brand.
- Coordinates content renewal on marquee UWCC web properties (unitedway.ca, 211.ca. etc.).
- Supports strategic publishing including the annual report, national impact reports and other public-facing white papers, fact sheets etc., with a particular focus on optimizing for digital channels.
- Provides ongoing monitoring and analysis of key UWCC properties using web and social analytics, producing of reports and synthesizing insights into recommendations for improved engagement and other core KPIs.
- Supports the creation of internal communications for UWCC staff (staff meetings, email, etc.).

Brand Management (25%)

- With a focus on digital properties, monitors brand compliance across the UWC network and coordinates response to issues, in consultation with the Marcom team.
- Provides member support for deployment and use of brand tools and resources.
- Provides quality customer service to UWCs seeking information or support related to marketing, communications and/or brand initiatives.
- In collaboration with the Marcom team, ensures all relevant brand, marketing, and communications documents, and UWC Marketing & Communications member lists are up to date, saved, organized, and accessible in United Way Online, UWCC's Member Database (MDB), and in the Team Shared Drive.
- Supports the VP in the management of the national MarCom Leaders Network and the national MarCom Task Force.

Member Engagement (20%)

- Implements communications activities based on UWCC annual communications plan.
- Actively monitors UWC network digital communications to inform UWCC communications plans and identifies opportunities to amplify strategic, local United Way and Centraide communications activities.
- Supports key membership communications initiatives, including Impact – bi-weekly UWC network newsletter as required.
- Supports the execution of quarterly Town Halls, annual Leaders' Forum and other UWCC and UWC network events as required.
- Supports the implementation of the UWCC National Awards Program and UWC Staff Service Recognition.

Team, Network Accountability and Admin (10%)

- Supports UWCC's in-house translator and manages the trafficking of overflow translation needs to UWCC's external vendor.
- Provides other general administrative support to Marcom team as required.
- Contributes to annual Marcom business plan, related budget and KPIs.
- Other duties as assigned.

Qualifications

Education:

- Post-secondary degree or diploma in communications, marketing, digital marketing, social media, public relations or similar.

Experience:

- Minimum two (2) years proven work experience in a related marketing communications role, e.g. content development, social media and/or digital communications, marketing, etc.
- Proven ability to execute integrated marketing communications tactics to a diverse audience of stakeholders.
- Experience in the non-profit sector is an asset.

Skills / Knowledge:

- Language Requirement: Bilingual Imperative.
- Demonstrated ability to design and publish compelling content to drive awareness and inspire action.
- Attention to detail and high level of accuracy in both English and French.
- Adaptability and a 'can-do' attitude with strong customer service orientation.
- Thrives in a fast-paced, changing environment.
- Demonstrated experience creating impactful, engaging content for syndication across multiple digital channels.
- Demonstrated experience with managing web platforms and social media channels, including Facebook, Instagram, Twitter, LinkedIn and YouTube.
- Demonstrated experience with online analytic tools and performance dashboards (Google Analytics, etc.).
- Understanding of SEO, SEM.
- Understanding of web platforms including WordPress and E-crm platforms like Mail Chimp (or similar).
- Understanding of online donation platforms such as Artez (or similar).
- Proficiency with Microsoft Office, familiarity with Adobe Creative Suite and content creation platforms is an asset.

Location

- Position is in UWCC's office based in Ottawa. Candidates will be considered from the ET time zone with an expectation for a hybrid work model including some in office work (some travel may be required).
- Must be eligible to work in Canada.
- Regular office hours are 8:30am to 4:30pm. From time to time, there may be flexibility required (evening or weekend) to support program activities and maintain social channels.

Diversity, Equity, and Inclusion

United Way Centraide Canada hires based on merit and is strongly committed to diversity and

equity within its community and to providing a welcoming and inclusive workplace. It especially welcomes applications from Black, Indigenous and People of Colour, women, persons with disabilities, people of all sexual orientations and genders, and others with the skills and knowledge to productively engage with diverse communities.

How to apply

Please send your **cover letter along with your resume** in confidence to:
careers@unitedway.ca

We thank everyone for applying; however, only qualified candidates will be contacted.